

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol. CXXXVI, No. 5 NEW YORK, JULY 29, 1926

10c A COPY



B. A. I. S. 1923 with
N. W. Ayer & Son

"En casserole" or "En masse"

WHEN you cook food in *small quantities*, you can watch it at every turn . . . control proportions, temperature, flavor. For instance, a home-made ragout always tastes better than army stew made in a "G. I. can."

Coffee roasted in small quantities tastes better for the same reason. It's a matter of control.

Hills Bros., of San Francisco, originated and patented the control method of roasting coffee *a few pounds at a time*. Clean, fresh air circulates constantly through the coffee as it roasts progressively, developing that inimitable flavor that has made Hills Bros. Red Can brand the pride of the coffee-loving West.

The story of Controlled Roasting, being told by Advertising Headquarters, is meeting with fine response from consumers, retailers and Hills Bros.' sales-organization alike. There are merchandising ideas even in such a staple product as coffee, if you know how to find them.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Focused Selling Power—

As flexible as your sales problem

FIFTEEN trusted farm papers—each a leader focused on its own territory—that's the Standard Unit. As a group, these papers reach the national farm market as no other medium does—with the least waste—at the lowest cost for results.

Yet Standard Farm Paper service is as flexible as your sales problem: you can control it as a unit, or by States—as your needs require. These Papers are part of the life of two million substantial farm homes concentrated in the 30 States which in 1925 produced 88.7 per cent of the nation's farm income. Each is edited on the ground. In each your advertising message counts at your dealer's counter.

We should like to give you further data about this army of two million farmers. At the same time could explain our special merchandising service for advertisers.

Your sales problem is national—but your dealer's is always local; these papers meet both at lowest cost for results!

Kansas Farmer
The Farmer, St. Paul
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
The Wisconsin Agriculturist
The American Agriculturist
The Breeder's Gazette
The Progressive Farmer
The Prairie Farmer
The Pacific Rural Press
Ohio Farmer
Wallaces' Farmer
Hoard's Dairyman
The Nebraska Farmer



The **STANDARD FARM PAPER UNIT**

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

New York

Courtney D. Freeman, Western Mgr.

Willard R. Downing, Eastern Mgr.

307 North Michigan Ave.

250 Park Ave.

San Francisco, Kohl Bldg.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXVI

NEW YORK, JULY 29, 1926

No. 5

"Salesmanship in Print"

A. Lasker Tells How This Principle Was Discovered and Proved As Definition of Advertising

By Albert D. Lasker

Chairman of the Board, Lord & Thomas and Logan

[EDITORIAL NOTE: Several months ago we asked Mr. Lasker to prepare for PRINTERS' INK some articles on "reason why" advertising copy, of which he is a leading exponent. He hesitated, as he now tells us, because of the fact that he then was the active head of Lord & Thomas. While altogether willing to contribute his thoughts for the general betterment of advertising, he felt a certain reluctance, under the circumstances, about writing for publication because it might appear he would be presuming to instruct his fellow advertising agents. But now that he has become chairman of the board of the consolidated agency of Lord & Thomas and Logan and is no longer to be active in directing the detailed affairs of the organization, he feels that he can discuss copy and agency procedure with a freedom that he did not then have. This article is partly historical, reciting as it does the origination and application of the "salesmanship in print" principle. Another will deal wholly with copy.]

A FEW months after I came with Lord & Thomas in 1898 I remember writing my father in Galveston, Tex., as follows:

"The great force of advertising has been shown to me in the short time I have been here. People are spending what to you and me are inconceivable sums. They are getting results or they could not keep it up. Yet I haven't been able to find the man who could tell me what advertising is."

And this was the literal truth. I had repeatedly asked my seniors, fine men, "What is advertising?" They couldn't tell me. Perhaps it was not their business to know because in those days an advertising agency was in a large

measure a space seller. It is not so remarkable, then, that copy writers and copy departments were practically unknown.

Lord & Thomas did have one man who helped out with copy. His name was Case and he earned \$30 a week. He worked for our agency in the mornings and for this got \$15 a week. The other \$15 was paid him by Montgomery Ward & Company for working for them in the afternoons.

The importance of copy was minimized because the real function of advertising was not known. I kept on trying to find out the answer. Finally, influenced by my former experience as a newspaper reporter, I said to myself: "Advertising is news." This was making progress but I was not yet satisfied.

One day after I had been a partner in the firm for about a year I was sitting in Mr. Thomas' office when a note was handed to him. He looked at it and I remember as if it were only today the peculiar expression on his face as he threw it over to me. The note read something like this:

"I am in the cafe downstairs. I can tell you what advertising is. I know you don't know. It will mean much to me to have you know what it is and it will mean much to you. If you wish to know what advertising is, send the word 'yes' down by the boy."

It was signed by John E. Kennedy.

July 29, 1926

Mr. Thomas, after some reflection, permitted me to summon Kennedy and he was shown into my office. We sat there until midnight. When I left that room I knew what advertising was, and I know what it is today. It is exactly what he told me it was. Almost everybody today understands advertising, and all as a result of John E. Kennedy, one of the great practitioners.

"Do you know what advertising is?" Kennedy asked me.

"I think I do. It is news."

"No," he replied, "news is a technique of presentation, but advertising is a very different thing. I can give it to you in three words."

"Well, I am hungry for it. What are those three words?"

Then he gave me the definition, which has changed the whole complexion of advertising for all the world.

He said:

"Salesmanship in print."

That sounds simple today but it had never been defined before in any dictionary or anywhere else. "Salesmanship in print!" Advertising was that in 1905 when Kennedy told it; it was that before anyone had ever told me; it will always be that, and nothing else. It doesn't sound very startling today—any more than the great mogul locomotive of the Twentieth Century looked startling to me this morning. But if I had been one of those early pioneers that had seen the first railroad in America, my mind would go back to the wonder of that day even though I was adjusted to this.

Kennedy was employed by Dr. Shoup, a patent medicine man. I

didn't know it. I had read the Shoup advertisements and I thought they were great news. "What Tea Does to Rheumatics" was one of them. Now, I wasn't a rheumatic, but it seemed to me most interesting. What would tea do to rheumatics? I was interested because I figured some



ALBERT D. LASKER

day perhaps I might get rheumatism.

In those days the patent medicine man was the great advertiser. The few advertisers who did in part understand advertising looked upon it only as news and as a consequence there was no limitation to the "news" they used or manufactured for their advertisements. The result was that advertising was in disrepute. A legitimate manufacturer who was forward-looking and wanted to advertise, very often had to go to

THE GROWING AMERICAN VILLAGE

"In spite of the fact that the public has overlooked it, the American village bulks large upon the landscape, and, contrary to the general impression of rural development, is growing lustily. While our destiny is obviously not to become a nation of villagers—at least in the census meaning of the term—the village already plays an influential rôle in our national life and is cast for an even more prominent part."

* * *

"No single group of our population is more conservative than the small proprietors who have worked their way to positions of independence by their own efforts—the 'self-made men.' Villages are the impregnable domain of self-made men."

* * *

"The data disclosed by this investigation seem to support the general position, which is rapidly gaining ground among rural sociologists, that the village and the open country differ so widely from each other that the village should constitute a separate category."

(QUOTED FROM A REVIEW BY EVANS CLARK IN
THE NEW YORK TIMES BOOK REVIEW OF JULY 18)

Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, *Publisher*
Paul Maynard, *Advertising Manager*

his banker apologetically. He might even conspire with himself to hide his publicity from his banker, if that was possible, because most bankers felt in 1898 that a man was an unreliable manufacturer if he advertised. He was putting himself in the patent medicine class. It just wasn't ethical; it wasn't being done. It was barred, with very few exceptions.

The outcome of the conversation was that Kennedy came with us. I told him the first thing I wanted him to do was to teach me.

"I will write you lessons," he told me.

Lesson No. 1 was "Salesmanship in Print," and he explained just why that was so. I need not cover that now, because it is universally known. But it was trigonometry then.

His second lesson was "Reason Why in Copy." Having defined that advertising is salesmanship in print, then how do you apply salesmanship in print? By giving the reason why the people should want the goods. He gave me a series of lessons which I later asked him to write into a series of advertisements for Lord & Thomas.

Among the customers of our then small New York office was a washing machine manufacturer. The company was not doing well and was likely to have to cancel its advertising. We decided to try our theory on it. And I will say this before telling the story: Advertising need not shame itself. It parallels the history of the development of every art, save that no art has grown from really nothing to the thing it now is so quickly, I do believe, in the history of the world, as advertising has, and grown out of such beginnings as enveloped early advertising. I say it with pride and not to the shame of advertising, that it is only a few years ago that we were in the stone age.

We studied some of these washing machine advertisements. I remember one in particular. It was all wrong, and it is just as fine a lesson for advertising writers now

as it was for me that day. The picture showed an old-fashioned wash tub to the left and a woman to the right, chained to the tub. The headline was, "Don't be chained to the wash tub." Down in the corner was a little picture of the new-fashioned washing machine and the copy, as I remember it, read: "Don't be chained to the wash tub. You are getting old before your time. Your life and health are being ruined. Send for this new-fashioned wash tub made on new principles. It will save you time and money. We will send it to you on thirty days' trial, \$2 down and \$2 a week for six weeks."

I think that I have given here almost verbatim the text of that advertising, because indelibly in my mind is Kennedy's analysis of it.

"Well," he said, "there just isn't one thing about this advertisement that isn't wrong if you want to sell goods. First, 'Don't be chained to the wash tub.' You are speaking negatively. Every woman doesn't feel chained to the wash tub. Again, it doesn't say a thing of what the article you want to sell wants to do.

"Second, the average woman is put in the position of a drudge. She won't know it consciously, but subconsciously she won't want to write and admit that she has been reduced to such bestial servility.

"Third, it makes it an installment plan proposition, and people do not like to buy on the installment plan a trade-marked article, so that, when it is in the house, everybody who comes in and sees it says: 'Uh huh! Two dollars down and \$2 forever.'

"And the worst crime of all, it hasn't the one thing that you do know about advertising: news interest. Otherwise, it is all right."

We went down to see the manufacturer and found he did then what advertisers now do. He keyed his advertisements in different papers to see how they pulled in coupons. There was none that was paying. So Kennedy wrote a new campaign. As a result, I believe where the client

(Continued on page 163)



They could walk you off your feet!

The Hardy Hikers Club has just clicked off 10 miles of the day's march. Sam Cutler (the member having tire trouble) has called a halt. The gentlemen with the howitzer and alpine stock are suggesting that he write them a letter about it. Wait till repairs are made. Sam'll walk 'em off their dogs!

The Hardy Hikers average $15\frac{1}{2}$ years of age, 5 feet 4 inches tall and about 115 pounds. Men in everything but years. They're the average of the 500,000 readers of THE AMERICAN BOY.

Hiking isn't the only thing they do. Or think about either. They take a big interest in athletics. They eat with plowmen's appetites. Wear storesful of shoes and shirts, suits and sports equipment. They hold mighty strong opinions on what they wear too!

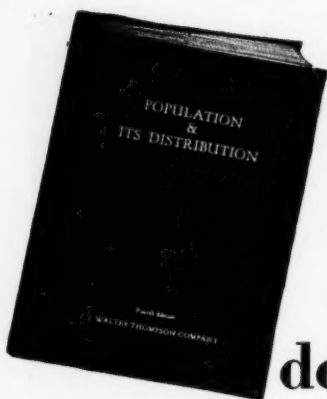
Their prejudices for and against are man-sized. Their say on motor-cars, tooth-paste, fountain pens and shaving soap carries a lot of weight.

Worth looking into, this man-sized market of 500,000 eager buyers. Makes no difference what you manufacture. If men buy it, these near-men will buy it too. Sell to them through the advertising columns of THE AMERICAN BOY, their trusted buying guide. Copy received by August 10th will appear in October.

The American Boy

Detroit

Michigan



Is your market determined

- by *population?*
- by *income?*
- by *geographic location?*

THE new edition of "Population and Its Distribution" contains two complete sets of maps—almost 400 large pages of accurate facts about population—incomes—sales areas—never before published in book form. In its pages you will find—

1925 Population Figures

Latest mid-census figures show surprising changes in population since 1920. *For example:*

Do you know that the population of the United States has shown an increase since 1920 equal to the 1920 population of the states of Indiana and Illinois combined? That four states—New York, Pennsylvania, Ohio and California have added over a half million each? That the borough of Manhattan in New York City has *decreased* by 300,000—while Detroit shows a gain of 250,000?

679 Retail Shopping Areas

How far can population alone serve as an index of market possibilities? Two cities in Maine.

Bangor and Lewiston, are of nearly equal population. Actually, however, Bangor's trading population is almost twice as great as that of Lewiston.

In "Population and Its Distribution" are given complete retail shopping areas for the entire country with maps and figures for each. These areas are determined by *commercial* rather than *political* boundaries.

Income Tax Returns by Counties

How much money can people spend? Which counties in each state offer the richest sales possibilities?

In Illinois the distribution of population by counties roughly parallels income tax returns. In Alabama, however, over 82% of the total number of returns came from 20% of the counties.

"Population and Its Distribution" gives the number of personal income tax returns for every county in the United States—arranged for ready comparison with population figures for the same county.

* * *

In addition "Population and Its Distribution" gives the number of wholesale and retail dealers for eighteen different trades by states and cities of 25,000 and over—the number of grocery and drug chain stores in large cities and many other statistics of value in planning sales operations.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

J. Walter Thompson Company, Dept V

244 Madison Avenue, New York City

I enclose \$7.50 for "Population and Its Distribution."

Name _____

Address _____

Nation-Wide Campaign for Department Store Chain

J. C. Penney Company Appropriates \$250,000 for Use in Thirty-six State and Regional Farm Journals Covering Forty-four States

THE J. C. Penney Company, New York, an organization of 745 department stores located in forty-four States, has announced that it is about to start a campaign of institutional advertising in something like thirty-six farm periodicals, including weeklies, semi-monthlies and monthlies. The campaign will involve an expenditure of about \$250,000 beginning in mid-August of this year, and running through to the silver anniversary of the company in April, 1927. It will probably be continued beyond that time.

The company feels that the planning and execution of this campaign is a pioneering step in the development of the organization, which in twenty-four years has grown from a single store in Kemmerer, Wyoming, with sales the first year of not quite \$28,900, to 676 stores in 1925 and sales of \$91,062,616.17. Estimated sales of 745 stores for 1926 will be close to \$110,000,000.

For many years the Penney company has been a large user of newspaper space for advertising its stores in various cities throughout the United States. This advertising will, of course, be continued. It is under the direct supervision and control of each local store manager, and is what is called straight product advertising. Under the organization of the company, where the local manager is a part owner of the store, such local advertising is

charged to the store. Because of this, each store's advertising must of necessity be directed toward the making of sales, with no space for describing the institution behind the store.

Every spring and fall, regional buying conventions are held at St. Louis and New York at which



AMERICA'S PIONEERS of the past century were true to the spirit of their motto toward the unknown West. It has remained for department stores and consumers of the Twentieth Century to bring forth another type of pioneer—the artist, creating one of the West's most famous and profitable institutions—the J.C. Penney Co.

James C. Penney, the pioneer, started a small store on April 15th, 1913, at Kemmerer, Wyoming. It was called the "Golden Rule Store." Eleven years later, with 66 stores in operation, the name was changed to the J. C. Penney Company. Since then, growth has been continuous, new stores opening gradually through the West and other parts of the United States.

In developing this nation-wide institution, the J. C. Penney Company has followed a definite plan and set up new guide lines for the conduct of a retail business.

How does a store with new policies get, but the store manager is left to get it?

To make sure each policy is followed, the J.C. Penney Company has set up a "Policy" book to be used by the store manager and to be used by the public.

To set the cash and credit policy the public the manager who can handle and selling ability.

To give in charge of each store a new system by the Company, who has a national reputation in the West.

These five practical rules of business explain why in every one of the 745 Department Stores today you get the highest possible value in goods and service for every dollar you spend.

J.C. Penney Co.
A NATION-WIDE INSTITUTION
DEPARTMENT STORES

THE MAIN BODY OF COPY IS INSTITUTIONAL

the company's resident store managers make their purchases from the company's buyers. At one of these conventions held at St. Louis about a year ago, R. L. Whitman, advertising manager, introduced to the store managers a plan for advertising the company through State and regional publications,



DRIVE out of Des Moines in any direction, forty miles or less, and you'll find in front of the farm homes the yellow box pictured above.

Each indicates a subscriber served by The Des Moines Register and Tribune's motor service.

If these farm families depended upon Uncle Sam's rural mail service they would not receive today's evening newspaper until tomorrow—a day late. So The Des Moines Register and Tribune inaugurated its own motor delivery service to give these farm families today's evening paper today. The service is maintained at great expense, for The Register and Tribune motor carriers deliver no other newspapers.

Eighteen motor routes, covering 750 miles, are now in operation. Rural families thus get their Register and Tribune as early as their city neighbors. They can step into their cars and get into Des Moines to shop just as easily and quickly as local people.



**Every Third Family in Iowa Reads The
Des Moines Register and Tribune**

Circulation Exceeds 175,000 Daily and 150,000 Sunday

using institutional copy. The managers of five States approved the plan, namely, Indiana, Ohio, Michigan, Pennsylvania and Oklahoma, and a campaign of advertising in these States was run last fall. Because of the results of that preliminary campaign, the present campaign has been adopted on a nation-wide scale. The advertisements, for the most part, will be page size.

The text of the first advertisement, reproduced with this article, is in three parts. The main body, or centre section, is keyed to the thought expressed in the heading, namely, the vision of the pioneer, and is wholly institutional. A table in the right margin contains the names of a number of cities and towns in ten States where Penney stores are located. Copy used in other parts of the country will list other States and towns. Thus the national copy is localized by sections. A block of text in the left margin of the advertisement refers to the company's merchandise.

The latter feature of the advertisement is of particular interest and is worth close scrutiny. It is entitled, "Back to School," and reads:

The boys and girls of America are off to school within the next few days. Your nearest J. C. Penney Company Store has everything necessary to outfit them for the school year.

School pads, pencils and supplies of every kind.

For the boys—"Penney, Jr.," Suits, with two pairs of knickers, at \$13.75. "True Blue" Play Suits, equally serviceable in school, at 79 cents.

For the girls—High-grade Gingham Dresses at \$1.49. Washable School Frocks at 98 cents. Coats in latest modes

For the Boy and Girl—Hats, Shoes, Hosiery. Acme Value at low prices in our children's as well as adult wear.

Ask or write to our nearest store for our illustrated paper, "The Store News," describing our merchandise.

It is seldom that institutional and merchandising copy is linked together in the proportions here presented, for the advertisement is almost overwhelmingly institutional while the merchandising portion is startlingly compact and yet singularly effective.

The initial advertisement has

also a fourth section—a very brief paragraph beneath the merchandising copy, which reads as follows: "The J. C. Penney Company is constantly adding to its list of stores and has openings for keen young men to grow to Managers and Co-partners." This refers to the company's plan of developing its store managers from the ranks of its salesmen. A man starts as a salesman. Ability and ambition earn him the opportunity to become an assistant manager. The next step is management of a store. Successful handling of all details of management advances the employee to the point where he is assigned to the opening of a new store. He is permitted to buy a third interest in it, the company loaning him the money, and the loan is paid back out of net profits.

This nation-wide campaign of advertising in farm periodicals, according to Mr. Whitman, is not the result of a sudden decision but has been gradually formulating itself for the last four or five years. The growing use of the automobile and the extension of the good roads movement has increased the farmer's shopping scope from 75 to 100 miles. Recognition of the fact that many of these farmers may never have heard of the Penney company's stores and the buying facilities of the institution behind them, is the big reason for the campaign and the form chosen for presenting the advertising message.

Orphos Tooth Paste Account to Rankin

The Orphos Company, Inc., New York, maker of Orphos tooth paste, has placed its advertising account with the New York office of the Wm. H. Rankin Company, Inc., advertising agency. Plans call for the use of newspaper space in the territory east of Buffalo and Pittsburgh, together with magazine advertising. Car-card advertising in the New York metropolitan district and Philadelphia is being used.

Shur-on Account to McCann Agency

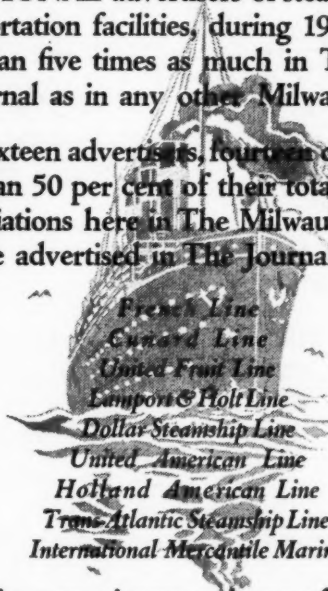
The advertising account of the Shur-on Standard Optical Company, Inc., Geneva, N. Y., has been placed with The H. K. McCann Company.

More Than One Half Million Wisconsin Readers Every Day

Selling Milwaukee Tourists at Lowest Cost--

NATIONAL advertisers of steamship transportation facilities, during 1925, invested more than five times as much in The Milwaukee Journal as in any other Milwaukee paper.

Of the sixteen advertisers, fourteen concentrated more than 50 per cent of their total newspaper appropriations here in The Milwaukee Journal, and nine advertised in The Journal exclusively!



French Line
Cunard Line
United Fruit Line
Lamport & Holt Line
Dollar Steamship Line
United American Line
Holland American Line
Trans-Atlantic Steamship Line
International Mercantile Marine

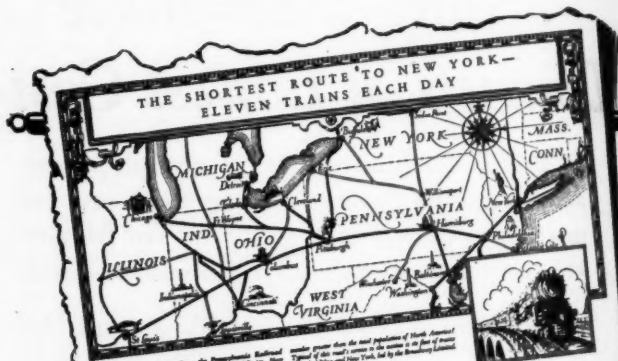
To obtain a maximum volume of business in this rich market at the lowest possible advertising cost per sale you, too, need only one paper—

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families

A Great



From morning to midnight . . . in steady succession
this great fleet of trains to the East

LED BY THE
BROADWAY LIMITED

LEAVE NEW YORK TO PHILADELPHIA
ELEVEN TRAINS daily to New York and Philadelphia, offering a wide choice of hours of departure—in the land, the renowned Broadway Limited whose equipment with new standards is the delighted harbinger of travel.

As premier train of this great new, heavy-duty way in equipment can derive.

The pleasing view of the Broadway's interior has been developed by the most skillful interior decorators. In new color scheme of cool, pale greens in an effort and refreshing to the traveler given in an exceptional furniture, its soft, deep rug, its shaded light, its brown.

IN ADDITION to the Broadway, the Pennsylvania's fleet to New York and Philadelphia includes such famous trains as the Manhattan Limited, the Gotham Limited, the Industrial Express, the Metropolitan Express and the Pennsylvania Limited, the last celebrating this year its 45th anniversary as the first limited train in America.

**PENNSYLVANIA
RAILROAD**

CARRIES MORE PASSENGERS, HAULS MORE FREIGHT THAN ANY OTHER RAILROAD IN AMERICA

5 FAMOUS PENNSYLVANIA TRAINS

BROADWAY LIMITED
Chicago to New York in 10 hours.
Lr. Chicago, 11:50 A.M. to New York 7:40 A.M. Travelled Time.

THE LIBERTY LIMITED
Chicago to New York in 10 hours.
Lr. Chicago, 1:00 P.M. to New York 11:00 A.M. Travelled Time.

THE GOTHAM LIMITED
Chicago to New York in 10 hours.
Lr. Chicago, 6:15 P.M. to New York 1:15 P.M. Travelled Time.

MANHATTAN LTD
Chicago to New York in 10 hours.
Lr. Chicago, 10:00 A.M. to New York 11:15 A.M. Travelled Time.

PENNSYLVANIA LTD
Chicago to New York in 10 hours.
Lr. Chicago, 10:00 P.M. to New York 1:15 P.M. Travelled Time.

Wide Choice of hours of departure— Eleven Trains Daily

THREE TRAINS LEAVE at convenient hours throughout the day—from 8:30 A. M. till midnight—to suit the widely varying needs of travelers.

Traveling by this shorter route to New York, these trains carry you to Pennsylvania Station in the heart of New York's business district or you get quickly by way of the Hudson Terminal to Wall Street and Lower Manhattan.

For time tables, fares, Pullman accommodations, etc., apply to City Ticket Office, 161 W. Jackson Boulevard, Tel. Central 7200 or Union Station, Tel. Franklin 6700.

THE CHICAGO

First

Advertising Representatives:

NEW YORK
J. B. Woodward
110 E. 4th St.

DETROIT
Edward &
Arlo Bul

at Campaign

THE Chicago Daily News has been chosen to carry the full schedule of the Pennsylvania Railroad advertising now appearing in a selected list of American newspapers. The advertising is placed by the J. Walter Thompson Company.

GO DAILY NEWS

Chicago

DETROIT
Woodward & Kelly
Arts Building

CHICAGO
Woodward & Kelly
260 N. Michigan Ave.

SAN FRANCISCO
C. Geo. Krogness
353 First National Bank Bldg.



EVIDENCE! . . . here it is, piping hot! The Internal Revenue Collector's office announces that Oklahoma had the second largest income tax increase of all states for the fiscal year ending June 30. The U. S. Department of Agriculture estimates Oklahoma's 1926 wheat crop at 69,531,000 bushels, the largest crop in the history of this state. The Brookmire Economic Service states that Oklahoma's gain in farm purchasing power is greater than that of all other states. Plan *now* to increase your advertising to rural Oklahoma . . . place a consistent campaign in the Oklahoma Farmer-Stockman, Oklahoma's *only* farm paper. Get your share of the business in this prosperous farm market!

**sell
to rural
Oklahoma**

*...more buyers
to every adver-
tising dollar!*

The OKLAHOMA
FARMER-STOCKMAN
Oklahoma City

Carl Williams
Editor

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

How New Orleans Banks Have Curbed Irregular Mediums

The Money Saved in This Way Is Being Used in Co-operative Newspaper Advertising

By Fred W. Ellsworth

Vice-President, Hibernia Bank & Trust Company, New Orleans

"I'LL tell you what, girls!" says the president of the "We Want to Help Somebody Club," "Let's have a big entertainment and get out a program! You know the bankers will give us a lot of advertising which will bring us in a barrel of money! We ought to clean up several thousand dollars!"

"Help!" shouts the banker.

During the open season, the business community is over-run with these thoroughly conscientious amateur philanthropists, who are out to "get the money" for various and sundry "causes" that are more or less worthy—and they generally get it, even though their methods are not always orthodox.

The Occasional Program:

Here come two fashionably dressed women (they always come in pairs so as to give moral support to each other). "We are going to give a benefit entertainment and are getting out a beautiful program and we want your bank by all means to be represented on one of the very few pages which will be set aside for advertising," says one of the ladies. "The pages are only \$100—and you know my husband's company has an account in the bank, and so have many of the other husbands whose wives are interested in this charity."

Fortunately, the advertising manager has nothing to do with contributions to charitable organizations. All that he can do and all that he should do is to look upon the proposition purely from the standpoint of its advertising value. On this basis, of course, he is compelled respectfully to decline the cordial invitation, with the assurance that the bank is in thorough sympathy with the ob-

ject of the organization, but that, as advertising manager, he is unable to spend the bank's money on printed matter which, with the wildest stretch of imagination, cannot be construed as good advertising. If the lady is a lady, she appreciates the situation and thanks him for his consideration, but if she is unreasonable—and some of them are—she will report the matter to her husband and try to persuade him that the bank is a soulless corporation and that he ought not to keep his account there.

The Church Bulletin:

After the charitable ladies have taken their departure, in comes a substantial looking business man who is an official in a prosperous church. His church gets out a monthly paper for which, as chairman of the board of trustees, he is responsible. It is a pretty good little paper as such papers go, but is paid for not by the church, but by those "advertisers" who have not the courage to talk straight out from the shoulder and explain that as an advertising medium the paper registers zero. By a strange coincidence, and not at all in harmony with Christian ethics as I understand them, practically all of the advertisers are concerns that receive business from the said chairman of the board of trustees and cannot well decline to give him an advertisement without fear of losing his business.

A bulletin of the Better Business Bureau says:

"It is safe to say that nine out of ten professional solicitors for heterogeneous programs, directories and other non-recognized advertising mediums are crooked. This is a good fact to tell gentlemen and gentlewomen of the com-

munity who ally themselves with causes which expect them to solicit advertising in competition with such crooks.

"Charitable organizations should be able to carry on their activities without resorting to extortion of money from business men under the guise of advertising. That's another point to remember.

"The better the cause, whether it be philanthropic, educational, religious or social—the easier it ought to be for its sponsors to raise money without selling worthless advertising space."

The Boiler Plate Special:

But these amateur philanthropists are not the only folks who try to unload gold-brick advertising space on the banker and the business man. For instance, here comes an example of the professional type of advertising solicitor who is trying to sell something that simply cannot deliver the goods. He represents (on a commission basis) a struggling little periodical that really has no excuse for living—and goodness knows there are a lot of these. This chap is droopy and apologetic. His shoulders droop. His eyes droop. His mustache droops—everything about him, including his pussy-foot conversation, droops. There is no fire or ginger or pep in him or about him. Evidently, way down deep inside of him he realizes that his proposition is a weak one and so he is unable to conceal it. We take a sample copy of his droopy paper and call his attention to several articles which are nothing but boiler plate. We ask him point blank if he really thinks our institution would be justified in spending money in his publication. Feebly and pathetically he does his best to make some kind of a come-back, but finally realizing his impotency and that of his puny paper, he takes his hat and slides out of the office. Isn't it a pity that folks will take on a selling proposition like this, in which they have no confidence themselves, and try to sell it to others?

Mr. Hot Air Artist:

A breezy individual blows in the

door and sails up to the desk with a hail-fellow-well-met sort of manner and introduces himself as Mr. J. Ambrosia Wolcott. He says: "I understand that you are very much interested in the American Bankers Association," and then starts in to praise that organization to the skies, mentioning intimately several men who are prominent in its circles. Presently, he reaches around and surreptitiously extracts from a hidden recess of his nether wardrobe a copy of a financial publication which he claims to represent and which he modestly admits is the premier publication of its kind in America. After fiddling around about the American Bankers Association again for a while, he suggests advertising in his paper and thereupon presents a contract and points to the dotted line.

It is evident that this chap has taken a course in some school of salesmanship and is putting to a practical test what he has learned about the psychology of salesmanship; so when he went out of the door minus the signed contract no doubt he wondered why his system had failed. He did not realize that he had worked the soft-soap bucket overtime—a fault which obtains with too many advertising salesmen.

The "Write-Up" Sheet:

Oh, joy! Here is a run-down-at-the-heel gentleman who inadvertently comes in and attempts to obtain some advertising for "The Business & Financial Excelsior," a periodical which, in common parlance, is known as a "write-up sheet" and is published when and as they obtain a sufficient amount of paid write-up stuff to fill their pages. These write-ups, of course, are secured from banks and business houses which are either careless or inexperienced in such matters, and the circulation consists only of the lists of names which the advertisers furnish to the paper and to which the paper agrees to send copies at 10 cents per name.

The display advertising which appears in this fake sheet is not paid for, as a rule, unless they find some advertising sucker. Did you

ever run across a coyote out on the Western desert? Now a coyote, I am told, is always hungry. Mark Twain, you will remember, describes a coyote as a "living, breathing allegory of want." The only difference between a coyote and the chaps who run these fake sheets, is that the coyote can't help it—it's his nature. He does not know any better. And so in picking on the coyote by comparing him with these human coyotes, I feel that I owe the quadruped an apology.

"Swat the Fly":

What have we here? A long-haired cadaverous individual comes up to the desk and states that he has an entirely original scheme for good business. Here is the scheme: He offers us fly-paper. Each sheet when unfolded exhibits to view this inspiring advice: "Put your savings in this bank and we will help them stick." This fly-paper, according to the plan, is to be distributed gratis to merchants who in turn are to give it out to customers without cost. Not a bad idea, is it? But as we don't want it, we pass it up very promptly.

The Fake Laborite:

Look what we have here! Two chaps not overly careful of their personal appearance and each vociferously exuding an onion-laden, lunch-cart breath, announcing in unison like the two Dromios: "We represent the Amalgamated Order of Pile Drivers. We are going to get out a directory of our Union and have set aside a few pages for advertising, and as we have our account in your bank, we want you to be represented, and we are not going to give this privilege to any other bank." (This, in spite of the fact that the advertising man of one of the other banks had just phoned over warning us that these fellows were on the way, after having been turned down by him.)

"The price of 'your' page will be \$100," they continue. "We will print 25,000 copies and they will go to all the banks and business houses, as well as to all the members of the Union."

Sometimes, these fellows actually represent the organization they pretend to, but more often they do not. Their game usually is one of bluff from start to finish, and it is needless to add that the advertising value of their publication is about equal to that of a painted bulletin on the east side of the North Pole.

On with the Dance:

Here is another couple very much like the gentlemen who were just dismissed, except that the lunch cart feature is just a bit more emphatic, and gives physical evidence of its presence by a column of inverted exclamation points down the shirt front. "The Associated Aeroplane Conductors are goin' to give a grand ball, and as representatives of that body, we want your support." (Here they hand out a letter very much crumpled and very much soiled, presumably signed by the president and secretary of the organization.) "We want to give you an opportunity of being represented in our program," and they generously offer a choice page at \$50. It is perhaps needless to suggest that they are politely requested to close the door as they go out.

All of these "philanthropists" are striving to make a living and unfortunately most of them succeed after a fashion. In spite of the fact that there has been a tremendous amount of education on the subject, there are still too many banks and other business houses that contribute to their support, and thus this age-long problem which bothers the banker and the business man continues, except in those communities where co-operative action makes possible the ready interchange of confidential information, creates the courage that comes from numbers, and so contributes to the elimination of this bothersome detail.

* * * *

About seven years ago the problem had become so acute in New Orleans that purely in self-defense the Clearing House banks decided to stamp out this evil once and for all. A committee was formed, known as the "New Orleans As-

sociated Banks' Advertising Committee," composed of an executive official from each of the banks. This committee has been functioning continuously ever since, and has actually succeeded in reducing almost to the vanishing point the amount annually expended in these so-called irregular mediums. When the committee was first formed, back in 1919, the New Orleans banks were expending for these worthless advertising schemes from \$30,000 to \$50,000 annually. Today, the amount is negligible.

The *modus operandi* of the committee is about as follows: Meetings are held at lunch once a week, and each member presents such applications as have been received by his bank during the week; these are given careful consideration and if sufficient information is presently available concerning them, they are either accepted or rejected immediately. Needless to say that most of them are swiftly and painlessly put to death. On such applications as require further investigation, action is deferred generally for one week.

ANOTHER BENEFIT

It is interesting to note that in addition to the actual saving in dollars and cents, the activity of the committee has resulted in still another benefit, for during the period that it has been functioning, the number of applications has speedily and materially decreased, so that today the banks are bothered relatively very little. In other words, the irregular medium is no longer the problem it once was.

But the elimination of worthless advertising is not the only function of this committee, for it has been found not only feasible but most desirable to appropriate to the constructive joint advertising of those facilities that are common to all banks a portion of the money thus saved. For the past seven years, New Orleans banks have been talking in unison every business day in the year to the entire population of New Orleans about thrift and wills and safe investments.

These advertisements appear regularly in all the New Orleans dailies, and each advertisement is signed by all the participating banks. The preparation of the advertising copy is handled for a stated period in turn by each of the banks, and the cost is pro-rated on the basis of the resources of each bank to the total resources of all the banks.

Thus, by joint action have the New Orleans banks been able not only practically to eliminate from the advertising field some of those conspicuously undesirable elements that injure the cause of honest-to-goodness advertising, but by means of positive effort along constructive advertising lines they are performing a worth-while public service, which will produce for the banks, for the business community, and for our entire citizenship, substantial dividends that never can be measured.

To Publish New Afternoon Paper at Scranton

Publication of the Scranton, Pa. *Sun*, an afternoon newspaper, will be started about the middle of August. W. F. Hallstead is president of the *Sun*, and W. J. Pattison is treasurer and general manager. W. H. Ward, recently with the *Buffalo Courier-Express* has joined the *Sun* as circulation manager.

R. C. Hay, General Sales Manager, Rice & Hutchins

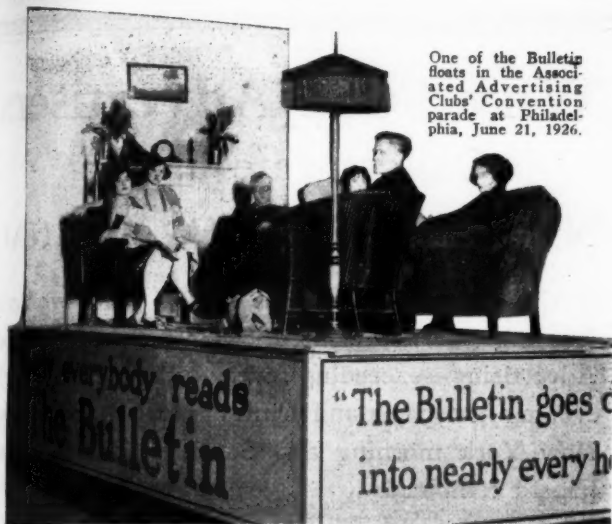
Richard C. Hay is now associated with Rice & Hutchins, Inc., shoe manufacturer, Boston, as general sales manager. Mr. Hay was formerly manager of sales training and sales promotion of the American Radiator Company.

Ladder Account for Honig-Cooper

The Zoss Ladder Works of Portland, Oreg., maker of patented step ladders, has placed its advertising account with the Portland office of the Honig-Cooper Company, Inc., advertising agency. Magazine advertising will be used.

Reimers & Osborn Get Trouser Account

Reimers & Osborn, Inc., New York advertising agency, has obtained the advertising account of The Cleveland Whitehill Company, Newburgh, N. Y., manufacturer of special trousers.



One of the Bulletin floats in the Associated Advertising Clubs' Convention parade at Philadelphia, June 21, 1926.

Many advertising men attending the Philadelphia Convention of the Associated Advertising Clubs of the World were visiting that city for the first time. In trains, trolleys, busses, on the street, in the homes, they had first-hand opportunity to see the truth of the slogan—"In Philadelphia nearly everybody reads The Bulletin."

Net paid daily average for six months ending March 31, 1926:

533,169 copies a day

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper, and the third largest in the United States.



The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco..Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

Why Food Advertisers Concentrate in the NEW YORK EVENING JOURNAL

During the first six months of 1926 the New York Evening Journal printed 309,996 lines of Food Advertising—exceeding every other New York evening newspaper and printing more than any two New York morning and Sunday (7-day) newspapers combined!

Proven sales records for one food account after another show the incomparable selling power of the New York Evening Journal, with the largest evening circulation in America—94% of which is concentrated in New York City and nearby suburbs.

696,447 people buy the New York Evening Journal every day—3c daily, 5c Saturdays—and take it home, where it is read by more than 2,000,000 men, women and children.

Food advertisers know from experience that, dollar for dollar, the New York Evening Journal reaches more readers with greater financial ability and spending intent than any other newspaper in the United States.

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buy any New York eve-
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NEW YORK EVENING JOURNAL

Dominate the world's greatest single market through the New York Evening Journal.

This one newspaper has more city circulation than the next two evening papers combined by over 68,000 copies. It has more Brooklyn and Long Island circulation than all the Brooklyn daily papers combined.

In the suburbs of Westchester County, Long Island and New Jersey the Evening Journal outsells all New York evening newspapers.

"Nothing succeeds like circulation." That is why Food Advertisers and Merchants in every major classification of retail business invest far more money in the Evening Journal than in any other New York morning or evening newspaper.

CIRCULATION FOR SIX MONTHS ENDING
MARCH 31st, 696,447 DAILY, NET PAID

NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation
... and at 3c a copy daily, 5c Saturdays*

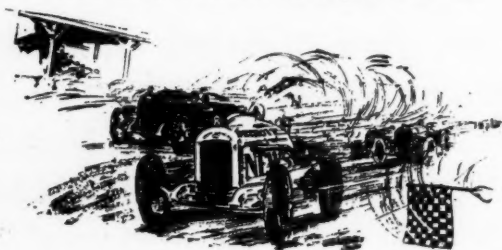
New York Office: 2 COLUMBUS CIRCLE, New York City
Chicago Office

Detroit Office

913 Hearst Building, Chicago, Ill.

General Motors Bldg., Detroit, Mich.

Detroit News Again Leads All American Newspapers *In Total Advertising Volume*



17,427,326 Lines

Published First 6 Months of 1926

The Rank of The Leaders

	Lines
Detroit News....	17,427,326
Chicago Tribune..	16,829,661
New York Times..	15,251,876
Washington Star..	14,381,584
Los Angeles Times	13,608,084
St. Louis Post- Dispatch	12,689,880

Indicative of the marked prosperity of the Detroit market and the ability of The Detroit News to cover it adequately is this new record of 17,427,326 lines of advertising for the first half of 1926. In 1925 The Detroit News achieved a hitherto unprecedented mark with 16,414,673 lines for the same period. The present volume, however, overtops this mark by 1,012,648 lines and gives The News the advertising leadership of America once more—an honor won by The News more times than by any other newspaper.

The Detroit News

Detroit's HOME Newspaper

335,000 Sunday Circulation—320,000 Weekday Circulation

Should Sales Managers Come from Inside or Outside the Ranks?

The Principal Thing to Look for Is the Kind of Executive Sales Experience Needed to Fill the Job Satisfactorily

By W. E. Hawkins, Jr.

Sales Manager, R. M. Hollingshead Company (Brooklyn Branch)

RECENTLY, I read an article written by a prominent executive, wherein it was stated that the selection of a sales manager should be made from inside the organization rather than from the outside. I had heard this thought expressed a number of times previously and am inclined to believe that a goodly proportion of executives feel similarly disposed.

In years gone by, this was a general policy of the large commercial enterprises and was looked upon by employees as the ultimate reward for years of service. But with the present era of commercial expansion and specialization, there arose an immediate demand for specialized executives. Concerns that were expanding rapidly could not find the requisite qualities for branch sales managers and assistants in their organization and were forced to secure men from the outside.

Right now, I want to go on record as saying that I believe thoroughly in advancing capable employees to executive positions wherever possible. Furthermore, an organization that must go outside for men every time there is an executive opening, is certainly dimming the hopes and incentives of those employees who are striving for advancement. A more careful selection on the part of the personnel manager would go a long way toward remedying a condition of this kind.

However, events sometimes occur that necessitate an immediate appointment of a sales executive, and provided the job is big enough, I believe that to restrict the appointment to members of the organization alone would be, generally speaking, a mild form of commercial suicide. There are two

sides to almost every story and this subject is not an exception. Therefore, my object is to prove that a successful appointment can be best effected by giving both the inside and outside man a chance to prove that his experience fits him for the opening. In other words, I take exception to any hard and fast ruling in a situation of this sort.

The old saying that salesmen are born, not made, is partly accurate, but the same statement, as applied to sales managers, contains a far greater percentage of veracity. Executive ability is demonstrated early in life and if given the proper education, is developed into a characteristic of high commercial value. Capable executives are not found on every corner and it is necessary, therefore, to look far and wide, sometimes, to locate one with the requisite characteristics.

Generally speaking, a change of sales management is necessitated because there is evident a lack of productive ability. This condition is either the result of inefficient sales policies or inefficient sales direction.

In the selection of a new sales manager, it is necessary to be governed by the new requirements of this office. I use the word "new" because when conditions have been unsatisfactory, an entirely new viewpoint should be taken of the situation so as to avoid a continuance of ineffective policies.

Under these conditions, I do not believe it advisable to restrict selection to the organization, shutting one's eyes to men of experience and desirable commercial character, merely because they happen to have secured their experience elsewhere.

Another thought generally carried in the minds of some execu-

tives is that the sales force would resent a sales manager coming from the outside and, so to speak, jumping over the heads of those who have been on the sales force for a number of years. The answer to this is that the newcomer, if experienced, realizes fully what he is up against and proceeds tactfully to get this kind of a situation well in hand as early in the game as possible. Bear in mind that we are all in business to make money. If commissions run higher under the new management of the sales department, resentment won't last very long.

Coming up from the ranks also has its adverse personal feeling. It is certainly the exceptional man who can jump over the heads of the old timers without treading on somebody's toes. Don't forget that salesmen are generally a temperamental crowd and some few feel that a previous equality with the new sales manager entitles them to special favors. They may expect to be excused for delays in mailing daily reports or perhaps a more favorable adjustment in commissions, or an additional cash advance. If refused in these requests, they are inclined to think of the old line, "I knew him when," etc.

Some few years ago, I had the opportunity of observing the results obtained by a sales manager taken from outside the ranks and one who came from within the organization. The concern in question was a leader in its line and over an existence of forty years had built up a country-wide distribution of its products. Along came the war with newly incorporated export concerns sending in large orders as compared to the smaller orders of their old line jobbers. A policy of not increasing production facilities was agreed upon by the directors which necessitated sacrificing a percentage of orders received.

Unfortunately, the orders coming from the old trade were sacrificed more often than was consistent with good business judgment, with the obvious result of causing these old customers to seek new

sources of supply. This gradual decline in old-customer business was not felt particularly at the time, but when export demand shut down suddenly, as it did in 1920, their business went through a bad slump. Many plans and great effort followed to get back their old trade, and it was finally decided that a new sales manager was needed.

They eventually appointed a man from outside the organization who had no experience in their particular line of business. However, he did possess a fundamental thinking ability, and sales-executive training. Under his direction, a successful effort was made to recoup the lost good-will. While only a very small proportion of this advance was reflected by an increase in gross business, he had carefully and persistently laid the groundwork for future success. But the officers of this company were looking for immediate results, considering the dollar as a basis of comparison, and they let him go after his first year's work. I heard subsequently that he signed up with a competitor and within two years had secured a vice-presidency.

His successor was a most likeable sort of person who had started with the concern some twenty years prior as an office boy. As time went on, he had acquired experience in both office and factory and had developed into the star salesman. He knew competitive lines as well as his own. He had a general friendship with customers throughout the territory and was well grounded in the firm's policies. So far as knowledge of the business was concerned, he undoubtedly was the best man they could have found. Combine with this knowledge twelve years of sales training on top of a native sales ability and you come pretty nearly getting an ideal type for advancement to sales manager. He determined upon a policy similar in detail to the policy originally adhered to by the concern.

After a year's trial, sales volume had not increased; in fact a slight decrease was chalked up. Sales

No. 1 of a series of intimate glimpses into the Indianapolis Radius:

Monrovia, Indiana

A village of 460 population, set down in thousands of flat, fertile acres of Indiana prairie land. A pleasant village, with well-kept lawns, flower gardens, great shade trees, and comfortable, livable homes.

Monrovia is one of the few Indiana towns that the railroads missed. It is 26 miles from Indianapolis, seven and a half miles from the nearest railroad. Smooth, hard surfaced roads lead over the flat horizon to the world outside. There is a mild commotion every afternoon at 3:50 in downtown Monrovia. The News motor delivery rolls in from Indianapolis with the last edition of The News. Prosperous villagers stroll down to meet the truck. They can't wait until the carrier can make his rounds. They must engage in good-natured rivalry for the first copy out of the bundle. There are 56 copies of The News in the bundle.

What does Monrovia—this tiny village—mean to the

maker and seller of merchandise? Not much—as Monrovia. But a great deal after all—for Monrovia is a type—typical in the character of its consumers, typical in their eager, attentive responsiveness to The Indianapolis News.

Monrovia's half-dozen stores sell the same national, News-advertised brands that the Indianapolis stores sell. Mr. and Mrs. Monrovia, profoundly influenced by The News, buy and prefer the same brands their city cousins do. They read the same advertisements of the same Indianapolis stores at the same time Indianapolis people do—and they have charge accounts in Indianapolis stores, and use them. If you want a true picture of the influence and power of The Indianapolis News, come out to Monrovia some afternoon at 3:50 and watch The News truck discharge its bundle to eager waiting readers!

It will open your eyes!

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York

DAN A. CARROLL
110 East 42nd St.

Chicago

J. E. LUTZ
The Tower Building

effort under his direction was restricted principally to metropolitan areas and advertising effort was practically nil. With the exception of three or four old-timers who stayed on, there was a rapid turnover of salesmen. Prices were not maintained and little or no successful effort was directed toward securing of window displays or similar contributive resale work.

Direct-mail solicitation of jobbers in territories which were still open was unsuccessfully attempted and correspondence was considerably behind schedule. Generally, results were unsatisfactory and the experiment was a costly one.

I believe that entirely too much time was allotted to personal sales effort and not enough time and thought devoted to the education of and co-operation with the salesmen. This man had never learned the spirit of co-operation in sales effort. He had never given consideration to the future growth of a sales force, directed and educated under carefully thought out methods. While personally an excellent order gatherer, he could not impart his knowledge to others.

While this is an actual experience, I offer it only as an example of the fallacy of believing that successful sales managers may be secured only by advancing men from within the organization. Unfair discrimination of either source of supply is like eating ham and eggs without the eggs. If you are looking for a sales manager bear in mind that you are going to invest your money in executive ability—not familiarity with your products or a friendship with your trade.

These two things help, but the point I want to make is that your sales manager is your point of contact with the salesmen. His job is to see that customer contact is made by the salesmen. Unless you manufacture a highly technical product, your need is for a specialist in distribution. If he has secured satisfactory distribution of one product in the past why believe that he is chained to it for

life, because he lacks familiarity with other lines? A short period of time devoted to a study of the product will show up the talking points and the general experience of the outside man will take care of the rest of the job.

New Executive Roster for United Publishers Corporation

Following the retirement of Charles G. Phillips as president of the United Publishers Corporation, there have been several changes in the executive personnel as a result of which the presidents of the four operating companies, in addition, now become the four ranking officers of the holding company, the United Publishers Corporation.

A. C. Pearson, president of the Textile Publishing Company, has become chairman of the board, a newly-created office. Fritz J. Frank, president of the Iron Age Publishing Company, becomes president; C. A. Musselman, president of the Chilton-Class Journal Company, vice-president, and F. C. Stevens, president of the Federal Printing Company, New York, and manager of the Chilton Printing Company, Philadelphia, continues as treasurer.

The unit of which Mr. Pearson is the head publishes the *Dry Goods Economist* and four other publications in the Economist Group, the *Boot and Shoe Recorder*, and controls the Economist Service Company. The subsidiary directed by Mr. Frank publishes *Iron Age*, *Hardware Age* and *Distribution and Warehousing*.

The Chilton-Class Journal Company, of which Mr. Musselman is president, has its headquarters at Philadelphia and publishes *Motor Age*, *Automobile Trade Journal*, *Automotive Industries*, *Motor World*, *Operation & Maintenance* and five other automotive publications.

New Accounts for Portland Agency

Clark Bros., Portland, Ore., manufacturers of Liquid Sunshine, have placed their advertising account with Vincent & Vincent, advertising agency, also of Portland. Newspapers and magazines will be used to extend distribution to Mid-Western States. This agency will also direct the advertising account of the Ralph Schneelock Bond House, Seattle. Newspapers will be used for the latter account.

Louisiana Red Cypress Bureau Plans Campaign

The Louisiana Red Cypress Bureau, New Orleans, has been organized by a group of large Louisiana mills to promote increased markets for Louisiana red cypress and Tupelo lumber. The advertising will be placed by Crosby-Chicago, Inc., Chicago advertising agency. General, class and trade periodicals are to be used.

MILLIONS OF PEOPLE

have inspected House & Garden's miniature models of Ideal Smaller Homes displayed during the past year by

Lord & Taylor . . New York
Marshall Field & Co., Chicago
The J. L. Hudson Co., Detroit

and 55 other great stores in the largest cities in the United States.

Recognized as the leading authority on building, decorating, landscaping and gardening, House & Garden exerts a nation-wide influence far beyond the implied limitations of any possible circulation figures.

HOUSE & GARDEN

19 West 44th Street

New York City

One of the Condé Nast Group

All Members of the Audit Bureau of Circulations



Newton Square—Newton—Boston! Newton is within fifteen minutes' ride of the center of Boston—a beautiful residential suburb of 53,003 population or more than 11,000 families, mostly high class, prosperous people. Seventy out of every hundred of those families read the Herald-Traveler!

It's NEWTON on the map *but to national advertisers* it's BOSTON!

Do you think of Boston in terms of the census? That's misleading. Newton is a separate municipality but it's as much a part of Boston as Boston is! So are thirty-nine other towns and municipalities shown on the map on the opposite page. Together they form only one of the richest cities in the world—Business Boston!

There are more people per square mile in Business Boston than in any other city in the United States—New York excepted. Within a radius of 15 miles live nearly two million people. Here is the country's fourth richest market!

Are you getting your full share of the enormous profits this great market offers? You *can*—if you know the secret!

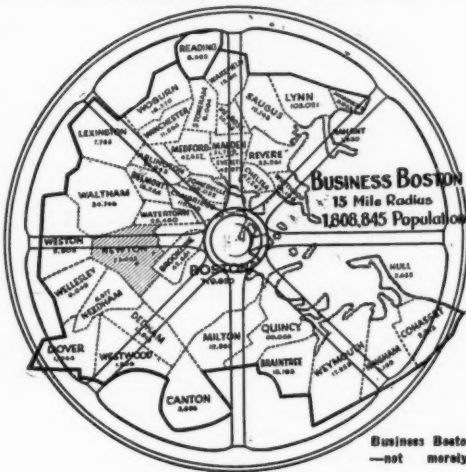


A Strange Situation

Boston is peculiar among all the cities of the country because its population is divided into two great groups differing in sentiment, tradition and origin. These two great population groups think differently, feel differently, and read different newspapers. So strong is the division that no one newspaper can successfully appeal to both groups.

If you want to sell to both groups, you must use two newspapers—the Herald-Traveler and at least one other. For of the four major newspapers in Boston, three appeal to one of these great population groups; while the other and more important group is covered by the Herald-Traveler alone.

Let us send you our booklet, "Business Boston." It will tell you in detail about this unique Boston situation.



BOSTON HERALD-TRAVELER

Advertising Representative
George A. McDewitt Company
250 Park Ave., New York, N.Y.
914 Peoples Gas Bldg.,
Chicago, Ill.



For five years the Herald-Traveler has been first in National Advertising including all financial advertising among Boston daily newspapers.

Fall Catalogs

Your catalog, handled in the right kind of a printing shop, can be produced with a minimum of time, expense and mental wear and tear.

We are working now on several fall and winter books, and yours might as well be added to the list.

Your 'phone is handy.



Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Making the Container Speak for Itself

Surround It with Action and Impress Its Design on the Reader's Mind

By W. Livingston Larned

"It is my firm belief," states a national advertiser, "that the most important factor in advertising is thoroughly to familiarize the public with the appearance and special peculiarities of your product. People are careless. They pick up an article, thinking it is a certain, specific thing which they have read all about and fail to notice that it is not the item of which they are thinking."

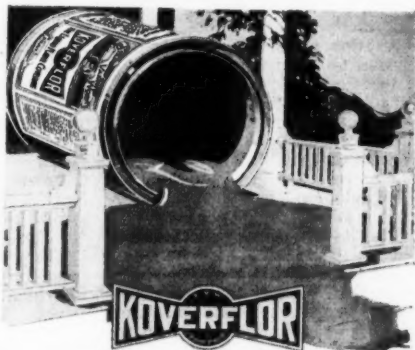
This advertiser uses illustrations which emphasize his product. He is always searching for new methods of illustrating his goods interestingly.

As an example, one of his illustrations pictured the interior of a grocery store. The shelving was reproduced in absolutely faithful facsimile, but his container was superimposed across those shelves in giant size. It was more important than anything else in the composition.

Nowadays, the mere reproduction of an article, however artistically handled, does not appear to cover the essential ground. There must be some added touch of novelty, some pictorial or copy idea sufficiently out of the ordinary to arrive at an associated thought. A name is remembered by something the individual has said, the place where it was said, or some physical peculiarity of the person. So it is with reproductions of packages, or, indeed, any advertised product; an association

of ideas is of the greatest value.

A manufacturer of tinned tobacco always runs a picture of the tin in large size in the lower right-hand corner of every advertisement, but jutting out from it, sometimes partially overlapping it,



The LIQUID Floor Covering

for Wood or Cement - Inside or Outside
Waterproof - Weatherproof - Resists Hardest Wear

KOVERFLOR is the perfected covering for porch floors. It seals them against water, weather and decay. It cements them against crawling feet. It gives them a fresh, sanitary surface—attractive in color, slip-free.

KOVERFLOR may also be used on various surfaces, such as floors, walls, ceilings, etc. It is used in the same way as paint. It is used in the same way as paint. It is used in the same way as paint.

in appearance, and easy to clean. **Koverflor** comes in a variety of solid colors, and also clear. It is applied simply and easily with a brush, like paint. Get it at hardware and paint stores.

specimen literature, please write and collect. **Koverflor** may be used on the interior of all new houses and on the exterior of all old houses. It is used in the same way as paint. It is used in the same way as paint.

STANDARD VARNISH WORKS

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES PHOENIX SEATTLE PORTLAND

IT WOULD BE DIFFICULT TO FORGET THIS KOVERFLOR CAN

are white cards on which timely, vernacular phrases are hand-lettered. These are so jauntily worded, in an epigrammatic style, that the public has grown to look for them. It is an example of an association of ideas. The tin becomes familiar very largely because of the ever-changing phrases identified with it, from month to month, and week to week.

The difference between running

an illustration of an article, alone, merely as a postscript to an advertisement, and using it with some additional feature, is great. For fifteen years, it has always been the custom in advertising Bon Ami, to illustrate the two containers in a minor way, somewhere in the layout. But the humorous study of the Bon Ami Chicken as it perches on top of one or the other of the cans, is a wise expedient.

It has come to be quite the thing to build action around the product, entirely aside from human interest compositions.

ONE OF THE FIRST EXAMPLES

Several years ago, an advertising illustration appeared in behalf of Wesson Oil, which seemed radical at the time and which caused no end of discussion. There were no figures in the picture but there was plenty of action, nevertheless. The Wesson can was suspended in mid-air and from the tiny opening in it, a stream of oil poured downward upon a salad.

The invisible hand, holding the can in position, was not so much as suggested by the ghost method. That first design was really the forerunner of a most successful campaign and the idea has not been permitted to grow tiresome in the least, because every composition and arrangement is wholly different from the campaigns of preceding seasons.

This constant repetition has familiarized the public with the Wesson can. The can dances into the consciousness with all of its label detail. But, then, the Wesson container has an advantage over many others in that the label is exceedingly simple. It is in the modern poster spirit. There is not an unnecessary line of lettering. The name can be read the entire length of a grocery store, however many other packages and distractions there may be on the shelves. And there are very few colors; white and green are the predominating influences.

The tendency is, in creating labels and containers, to crowd them not only with too much decorative and lettering detail, but

to employ a riot of colors. Two vivid and well-balanced colors are better than ten indiscriminately used tints and shades.

It has been interesting to watch the manner in which an advertiser with a family of products, has, one by one, featured each, while at the same time illustrating the others. Reid, Murdoch and Company sponsor the Monarch line of groceries, ranging all the way from catsup to tinned coffee, vegetables, pickles, etc. and the full color campaign, in periodicals, has been one, primarily, of familiarizing the public the country over with the appearance of containers, that they may be easily recognized in the confusion of the average grocery store.

Here, human interest plays an important part. One illustration may be mentioned and described as indicative of the spirit of this series. A little boy has been sent to town to shop for his mother. He has taken with him a dog attached to a little toy wagon and has loaded his purchases into it.

These cans and their labels are recognizable. They constitute little individual advertisements in themselves.

But the problem was how to feature one of the products over the others in this specific advertisement. It was solved in this way.

The dog spies a cat on the road. Away it dashes, and a big package of Monarch Coffee has tumbled out and goes rolling into the foreground. The boy turns to grab it, while doing his best to hold the reins of his little team. All of this puts the coffee container down front, gives it action and the reaching arm of the lad is another directing force.

Real genius enters into the planning of these modern containers. Fab is an example of this. Its front face carries a great green wave, reaching out to the extreme sides. There is very little lettering. What is the result? When a dozen packages of Fab are lined up they form a continuous sweep of waves, one following the other. They fuse, these labels, one into the other and give a very remarkable



Automobiles Are Fashion Merchandise

Fashion is an integral part of the smart woman's life. It plays just as important a role in the selection of her motor car as in the selection of her costumes or her jewels.

Automobiles are fashion merchandise because women buy them or women are influential in their selection.

Harper's Bazar

119 WEST FORTIETH STREET - - NEW YORK CITY

Frederic Drake - - - - - Business Manager

Sellers of fashion merchandise find a valuable ally in Harper's Bazar

shelf display which is certain to attract the customer's attention.

Several advertisements for Fab, in the earlier days, emphasized this very idea, as a large box, in full color, merged into other waves, drawn around it. Thus, in due time, people get to "know the container" and even the slightest suggestion of substitution is out of mind.

From the very inception of their advertising career, Burnham & Morrill have featured the familiar little can of fish cakes, and this has been done by a simple, yet compelling process.

The container is invariably shown open, and fish leap from the ocean, into it, bringing natural motion, life, animation, with a directing force at work, leading the eye in the right direction.

The can alone, unembellished, without this feature, would not possess the same advertising and display values. Associate the product with some relevant thing, if it is at all possible. That is certainly the more modern idea in markets which are so glutted with colorful labels and confusing designs and names.

Gold Dust advertising for three years, now, has been content to do without figures and to give the most prominent position in every composition to a careful, full-color reproduction of the package, itself. Nothing is permitted to confuse or to overshadow it. Thus, in a series of still-life studies, which nevertheless manage to suggest action, the container is well to the forefront, ready for action. The top is open. Nearby, there are mops and scrubbing brushes and a task to be done. But the housewife has walked out of the room for a moment. If the artist had included her, she would have had the lion's share of visual consideration, which would be opposed to the basic plan of the campaign.

The same active principles are to be found in the advertising of Drano, a preparation for cleaning drains. From the first piece of copy to the latest, the tilted can, headed straight for the open drain and the dotted line, heavily

marked off, are dominant in every composition. However important other illustrative material may seem to be, this one thought is kept in first place. A photograph of a worried woman, in a modern kitchen, looking into the clogged drain, reproduced in halftone, is not sufficiently forceful in its display to nullify the vivid showing of that superimposed can and its dotted line. And the label is a model of its kind, rendered in a few simple, poster colors, with a picture of the product in action and the name in jumbo proportions.

Every advertising display for Koverflor, a weatherproof preparation for floors, makes you remember the can which contains the liquid. It is not a particularly distinctive container and the need for this type of advertising is all the more apparent.

Across the floor of a country home porch flows a smooth deluge of the liquid, as it pours from an overturned can. But that can reaches from side to side of the porch. It is a giant in size. Every word of lettering on the label can be read. And action once more lends its valuable aid. Each one of the Koverflor compositions features the container in some unusual manner as this.

Jim Hill and Jim Dandy Apples to Be Advertised

Magazines, business papers and outdoor advertising will be used in an advertising campaign that is being planned for the Wenatchee District Co-operative Association, Wenatchee, Wash., on its Jim Hill and Jim Dandy apples. The Portland office of the Honig-Cooper Company, Inc., advertising agency, will direct this campaign.

Rice Account for E. T. Howard Agency

The Standard Rice Company, New York. White House rice, has appointed the E. T. Howard Company, Inc., New York advertising agency, to direct its advertising account.

C. H. Gager, Advertising Manager, Welch Grape Juice

C. H. Gager has been appointed advertising manager of The Welch Grape Juice Company, Westfield, N. Y. He has been assistant advertising manager for the last three and one-half years.

Taking the "Blue Sky" Out of Zone Seven

Zone seven, according to the Federal Trade Commission, is made up of five states — Iowa, Indiana, Illinois, Wisconsin and Michigan.

♦ ♦ ♦

BUT—The Federal Trade Commission has never said that zone seven is the "Chicago Territory." Even individuals without any merchandising experience whatever would know better than to make such a statement.

♦ ♦ ♦

The Chicago Territory

is Chicago and its 50-mile radius.

♦ ♦ ♦

In the TRUE 'Chicago Territory the big HOME newspaper is the Evening American. It doesn't claim to be able to deliver the buying power of communities in Iowa, Indiana, Wisconsin, Michigan and Illinois, (outside the Metropolitan Chicago Market).

♦ ♦ ♦

But it does cover Chicago and the 50-mile radius.

CHICAGO AMERICAN
a good newspaper

*Largest Circulation of Any Chicago Evening
Paper—and Third in America*

Little Items of Big Importance

LITTLE things in *The Country Gentleman* are of big importance—though generally they are forgotten in advertising the outstanding articles and stories that make up every issue.

In the technical farm departments of the August issue—now on sale—there are many little items that are likely to make thousands of dollars for readers.

Thousands of farm women will buy patterns shown in the August *Country Gentleman*.

Thousands of farm children may be saved from diphtheria by the article on page 25.

Farm boys everywhere will join the Boy Scouts because of the invitation on page 32.

Farm girls everywhere will dress better and make more money because of the little items on page 43.

And in little things as well as big, the whole farm family is the audience which the editors are aiming to reach.

The Country Gentleman

For the	More than	August Issue
Whole Farm Family	1,200,000 a month	Now On Sale

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago
Boston, San Francisco, Detroit, Cleveland

whatever may be the claims of other newspapers, the Detroit Times does not engage to "cover the upstate towns" of Michigan—local papers in each community should be used—*our* strength is in the Greater Detroit area—and even then we advise *both* evening and two of the Sunday newspapers published here

"Mmm! That Smells Good!" vs. "What a Fragrant Aroma!"

Which Makes More Resultful Copy?

By Janet Paige

WOULD that everybody connected with a food account were required to read the recent article in *PRINTERS' INK* expressing a woman's opinion of the general run of food copy! Yet—alas!—copy in this, as in other subjects, seems to be judged so much more by some current wave of fashion that such an opinion carries little weight for the very reason that it sets itself against the popular style of the moment. Other copy writers say "awfully clever stuff, that you're turning out now," and balancing one opinion against the other, who could expect a mere consumer's protest to count against the verdict of a fellow-craftsman?

In food copy, as in editorial matter, the familiar paradox is constantly recurring. "Give us something different," is the cry. "Open an untouched vein, turn out something that will set us apart from our competitors."

Something that fills the requirement is suggested.

"But we've never done anything like *that!*" is the horrified reaction. "Oh, no—nobody is using that sort of thing. Now just study up on our last year's campaign—and the stuff Competitor A is doing. We have to cover them very closely, you know."

But perhaps six months or so later, Competitor A sees a sudden light and adopts the thing that is "new, different." Then goes up another wail.

"There now! A's got a bunch that has some brains! Look at what they've just put over! Why can't we ever—" and so on and so on.

The ideal agency or advertising department may be simply defined. It is one where two sentence beginnings are tabu. One is "We never—"; the other "We always—"

But to return to the perversity of food copy writers. Or, rather, to apply these more general remarks, which have a closer connection to the subject than may at first appear. As one who has done some writing on such accounts herself, let me say that it is not always the copy writer who is to blame. Those good old reliables "We always" and "we never" have much to answer for. Oracularly handed down from on high, one such Sacred Cow can take the spirit from the most enthusiastic convert to the naturalistic school of copy writing.

It happens that the charming home conditions reflected in typical food layout and copy—you know, the shining, spotless kitchen, the steaming platter held by a trim, competent (never over-heated) young wife, the buoyant, happy entrance of the capable-young-business-man-husband, and everybody generally on the broad beam—is to a very modest degree reproduced in a household with which I am intimately familiar. And to copy writers and the world at large I can truthfully say that few words are so pleasant to hear—or spring so naturally, under certain conditions to the human lips—as these: "Mmm! That smells *good!*"

"SMELL" IS TABU

An attempt to use this eloquently commonplace phrase in connection with a product which eminently deserves it met with shocked disapproval.

"We never use the word *smell*. Has an unpleasant suggestion. Always substitute *aroma* or some such word. And use an adjective like *fragrant* or *delicate* or something of the sort to describe it."

I have a mental picture of Mr. Average Husband pausing to sniff

the air as he enters his home at dinner time and exclaiming, "Ah, my love! What a fragrant aroma!" The natural and immediate housewifely retort would be by way of the nearest frying-pan or potato masher!

The same firm, recommending a product for its purity, repeatedly uses the phrase "No synthetics, no aromatics." I tried a psychology test on a housewife—one with rather more knowledge of chemistry and kindred sciences than the average—and asked her what the words immediately suggested. She flashed back "gin-smelling salts." Whether or not all housewives would react thus to the words, I am sure not one in a hundred has any but the vaguest idea of what "synthetics" and "aromatics" are—or, perhaps more important, why they should not be included in a product of the sort.

Another fixed idea which, firmly held by those higher up, cannot help influencing the copy writer and the copy, is that all women dislike all housework, cooking included. Therefore, a certain resistance must be overcome, subtly or otherwise, before the product is sold.

KITCHEN IS A WORKSHOP

Now it is not at all improbable that women are themselves responsible for this idea, for certainly a good many of them make considerable fuss over their household tasks. But this "fussing" should not be taken too seriously. Just so does the average man fuss over many things he really likes to do. To a great majority of the women who cook for their own families, the kitchen is indeed the workshop, and they have the same affection for their pots and pans that a man has for his carpenter's tools or radio tinkering set. In fact, you might as well write copy to overcome the resistance of a man to his fishing tackle as to take that attitude toward the average housewife and her larder. The popular masculine conception of cooking as just another sort of drudgery—the masculine idea that this is the

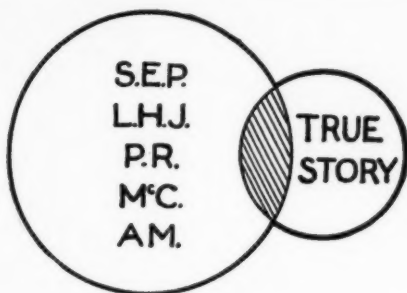
feminine conception, rather—results in a lot of wasted space and art work.

It is to this drudgery-complex, it seems to me, that we owe the vogue for those inhuman and repellent hands which are so frequently found in food advertisements. Truly they are atrocities, with their octopus length of finger and unhealthy pallor.

For some reason, however, there is a general idea that elongated digits represent the American woman's ideal of perfection. Consequently—since housework is supposed to ruin hands—they are used by the sheeplike among advertisers to prove that the use of their products does not involve anything resembling real work. Some soaps especially err in this respect. Personally, I would go to any lengths to avoid developing such deformities, and if the use of Flab-Flux Flakes will make my hands look like that I will cheerfully subject them to the corrugating effects of the coarsest yellow laundry soap on the market.

But until the next wave of illustrative fashion comes along to sweep these hands into the discard, advertisers will probably continue to display them, serenely unconscious of the fact that they are as noxious as the silver, brass or putty-faced dummies by which the shops are now belittling their prettiest hats and dresses. Since we want clothes and soap and gelatin, we buy them in spite, rather than because of, these freakish demonstrations. The advertiser is thus encouraged to cherish the idea that it is his "smart" art work or "clever" copy which has overcome our naturally coy resistance and pushed us over the brink into purchasing.

The advertiser who orders a drawing of a lily-fingered, high-heeled, featureless, spineless lady idly flicking a musical-comedy feather duster would have apoplexy if a woman artist and copy writer conspired to produce an advertisement for fishing tackle, wherein our hero wears patent leather pumps, Seal-Slick hair and a corduroy "sport" jacket with a bouton-



The shaded part of the big circle shows the average approximate duplication of True Story with any of the other five magazines

EACH of these magazines has two million or more circulation. They are the "big guns" in advertising's artillery.

Several are sold largely by subscription, one sells for a nickel, two for ten cents, one for fifteen cents, two sell for a quarter, three are women's magazines—each offers the advertiser a productive market.

One of these magazines has a sale over the news-stands of more than two million copies at a quarter—the largest voluntary sale in the world.

That's True Story.

And no matter what other magazines you use—to get *True Story's* new, practically unduplicated market there is only one thing to do. Use *True Story*. There is no other way.

True Story

"The Necessary Two Million +"

"GREATEST COVERAGE—LOWEST COST"

nière. He smiles happily. So does a highly idealized worm which, in the middle foreground, is being painlessly impaled on a dainty hook. No suggestion of trouble, dirt or discomfort is permitted to invade the idyllic scene. Any fisherman would just love to buy the hook or pole in question—and would probably do so, no matter what he thought of the picture—if he knew it would catch the fish.

Sure the stove's hot and cake batter is sticky and washing up after a cooking jamboree isn't the most fun in the world. Still, strange as it may seem, many a woman gets just as much kick out of baking a perfect cake as a fisherman does when he lands a record trout. And she doesn't forget the discomfort of the hot stove or the sticky fingers or the soapy water. She simply disregards them, as the fisherman does mud and cold and sopping clothing. The end is worth all the means.

When being "smart" and being truthful clash, it really is safer in the long run to let smartness go to smash!

"For Goodness Sake," More Slogans

THE CHAMBERS AGENCY, INC.
NEW ORLEANS

Editor of PRINTERS' INK:

On page 109 of your issue of July 15, one of your correspondents asks for slogans on the use of the word "for goodness sake use—." A similar slogan is in use by the Elmer Candy Company, of this city, on its confections: "Goodness Knows They're Good."

The words "goodness" and "sterling" are a little bit over used perhaps by advertising men and your "slogan clearing house" is a very interesting contribution to the elimination of a lot of duplication.

THE CHAMBERS AGENCY, INC.

THE BUCKEYE SHIRT CO., INC.

NEW YORK

Editor of PRINTERS' INK:

With reference to your article on page 109, July 15 issue, we might say that for the past few years we have used the phrase "For Goodness Sake Wear Buckeye Shirts."

THE BUCKEYE SHIRT CO., INC.

ALFRED J. SILBERSTEIN, INC.

NEW YORK

Editor of PRINTERS' INK:

In connection with the slogan "For Goodness Sake Use —" a similar

slogan was used in advertising by Kruskal & Kruskal, Inc., for jobbers. The exact wording used was "For Goodness Sake Try Kruskal."

ALFRED J. SILBERSTEIN, INC.

NEW YORK

Editor of PRINTERS' INK:

A number of years ago, I saw an advertisement painted on a side of a house in New York, which started: "Eat Ward's Cake for Goodness Sake." This, I still think is a clever slogan and I wonder why the Ward people didn't display it more often.

RUDOLPH C. SKARKA.

DUNCAN COFFEE CO.

HOUSTON, TEX.

Editor of PRINTERS' INK:

In replying to the inquiry of Dorance, Sullivan & Co., relative to the use of the expression "for Goodness sake, use —," you may say that the Duncan Coffee Company has used the phrase "for goodness sake buy —" in advertising its chief brand, Admiration Coffee. I am sending along press proof of one of our advertisements in which this expression is used.

We also use the slogan "the cup of Southern hospitality" in advertising Admiration Coffee, this slogan being covered by copyright.

DUNCAN COFFEE COMPANY,

H. WIRT STEELE,

Advertising Manager.

THUS far we have received five letters giving information regarding slogans that are built on the "For Goodness Sake" theme. Each of these phrases is being registered in the PRINTERS' INK Clearing House so that our records may be complete.

We understand that the slogan mentioned by Mr. Skarka as being used by the Ward Baking Company is no longer being employed. It was used in outdoor and street car copy several years ago.—[Ed. PRINTERS' INK.]

J. R. Thompson Earnings Increase

The net profit of the J. R. Thompson Company, Chicago, chain restaurant operator, for the second quarter of this year, amounted to \$387,532, compared with \$268,639 in the same quarter last year and \$390,420 in the first quarter of 1926. Sales for the first half of the year were \$7,189,277. This compares with \$6,361,882 for that part of 1925.

Fred G. Hatcher Dead

Fred Gordon Hatcher, sixty years old, head of Hatcher & Young, Chicago advertising agency, died on July 17. He was one of the founders of the firm of which he had been president for twenty-five years.

*In Cosmopolitan Homes . . .
Where Luxuries are Necessities*

*And Speaking of Cosmopolitan
Homes, Let's Take*

**Rochester's
Finest Residential
Street**

**[[Turn Over! Again It Takes Three]]
Pages to Tell this Story]]**

In Cosmopolitan Homes . . .



Looking down East Avenue

**We're Quoting Directly from the Report
of the Investigator of Cosmopolitan's
Standing in Rochester:**

"EAST AVENUE is, of course, the best residential street in Rochester. In checking the newsstand sale in this section, I picked three dealers—two on Park Avenue which is the next street west of East Avenue and where the stores are located which supply the East Avenue residents. The third dealer is on East Avenue itself.

J. J. Bell, 653 Park Avenue, who runs a cigar store, says Cosmopolitan outsells any other magazine in his store.

W.F. MacGuire, drug store, 370 Park Avenue, says that he sells more Cosmopolitans than any other monthly magazine.

Miller Pharmacy, 1794 East Avenue, sells more Cosmopolitans than any other monthly magazine."

(Turn over! There's more of this on the next page)

Where Luxuries are Necessities . . .



J. J. Bell, 653 Park Avenue, who sells more *Cosmopolitans* than any other monthly magazine.

A. F. Miller, 1794 East Avenue, who sells more *Cosmopolitans* than any other monthly magazine.

O'Brien Pharmacy, 365 Winston Road, who says *Cosmopolitan* is his best seller. This store, while not in the East Avenue neighborhood, is also located in one of Rochester's best residential sections.



*In Cosmopolitan Homes . . .
Where Luxuries are Necessities*

At the Seneca Hotel
in Rochester Cosmo-
politan outsells all
other monthly maga-
zines by *two to one*.



**Multiply the Effect of this Rochester
Showing *by Every Large City and Town***

These facts have, at the least, given you an indication of how many copies of Cosmopolitan go every month into Rochester's finest homes.

But don't consider Rochester an isolated case.

The whole point of this story is that every large city and town in the country will show up equally well for Cosmopolitan.

Two weeks ago, in these

pages, we showed you the same thing in St. Louis. Then there's the investigation of Cosmopolitan homes in 87 representative American cities.

After all, in deciding your advertising, what we ask you to remember is very simple:

Cosmopolitan Homes are good homes; there are 1,500,000 of them; and they're buyers of both luxuries and necessities.

..3[Ask a Cosmopolitan salesman for
any further facts you may desire.]3..

Who Owns the Customer—the Salesman or the House?

Has a Salesman an Ethical Right to Take Customers with Him When He Makes a Change?

By W. R. Heath

A SALESMAN has been with a house for many years. He has made many business friends and important trade connections. For some good and sufficient reason, he decides to go with another house, a competitor, no doubt. Is it ethically right for him to take along the cream of his customers?

This is a question which has been debated, back and forth, for many years. There appear to be sound arguments in both directions although it is rather freely conceded that a salesman of the right type will not do it. He just doesn't consider it good sportsmanship.

"The customer belongs to the house," is a maxim.

Regardless of the fact that the salesman has dug the customer out, made the contact and perhaps held the business on a personal basis, fair-minded men say that it is very bad taste for the salesman to put this profitable piece of business on the van with him, when he moves.

A sales manager of my acquaintance had this to say on the subject: "Such a plan would be ridiculous. It is a well-known fact that certain salesmen are hired away from old jobs solely because of the fact that they control business. That is why they are paid more and climb higher. The customer is the salesman's only asset. Would you deprive him of that essential element?"

"If, every time a salesman made a change, which he felt was for his own betterment, he was compelled to start all over again, making new friends, new prospects, new business, he would not make much progress in life. I am taking three salesmen from one of our competitors. I am buying them exactly as any good business man would put through a deal. I am willing to pay more for a certain product

than the other fellow. It's strictly up to him. If he doesn't want to meet my price, then he must suffer.

"Perhaps—and this is happening right along—a firm does not pay a salesman as much as he really deserves. As a mere matter of self-preservation, he comes with us. I give him almost one-third more. I do this, not because I require another member added to my organization. I do it because this new salesman will bring business with him, hand-picked and dry-cleaned. And that is my job as a sales manager—to sell more goods.

ARE SALESMEN COMMODITIES?

"I look upon salesmen as a commodity. They are for sale to the highest bidder. If anything less than this were true, selling, as a profession, would not be worth any man's while. They would all stand absolutely still. This, of course, is economically wrong. It is most unfair to the salesman himself. There would be no horizon to which he might look. At sixty, he would be retired, earning about as much as he did twenty years before.

"Make no mistake about it, the present-day custom is to hire salesmen for their past records and their known controlled business. It is done in every line. If I can get into a new territory that has been a hard one for me to negotiate, through the friendships a certain salesman has made there, and established, then I would be remiss, as a sales manager, if I did not exert myself to secure his services—and his customers.

"What happens when the idea is reversed, and competitors take a man from us who controls a bunch of business? We are not stupid on the subject. If a man is really worth more to us, we pay it to

him, and hold him and the territory he controls. If we do not think we can meet his demands, then we send the best people we have in the organization out to cover his ground and we send them by the first train, at that."

Then the other side of the story.

Another sales manager has a totally different conception of the ethics of the case.

He says: "I have never been able to agree with those who think that the customer is the sacred property of the salesman. After all, a house is greater and more important than any single man. The business was secured because of the service rendered and the goods supplied. The representative is a middleman, important but always secondary.

"But then why go to this trouble to analyze it? After all, deep down in every man's heart is a certain something which tells him such a practice is wrong. He can sleep better nights if he moves out, bag and baggage, and starts a clean slate, leaving a clean one behind him. There is an unwritten law which governs such things. You can moralize all you wish, from the firm's standpoint, but it ultimately rests with the man himself.

"When a salesman leaves us, for whatever reason, and deliberately takes his customers with him, a black mark is placed opposite his name. He could never come with us again. We look upon him as a renegade. He just hasn't played the game.

"So many salesmen entertain the false idea that they, and they alone, are responsible for landing business. It is their personality, their way with the trade, their this or that. They do not give the house, the goods, the service rendered by the house, an inch of credit.

"Yet, all the while, that house has been a sort of godfather, paying the way, staking the claim through its known product, and sustaining the salesman, perhaps, through lean years. I do not think it is a matter which should be placed on a business or commercial basis, however. To me it is a problem in morals. Every salesman

must settle the score with his own conscience."

Just to carry the argument a point along the way, six men who have recently made changes of this character, in every instance taking substantial business with them, were asked to tell exactly why they considered it ethical. What principles guided them? How did they justify their decisions?

And these surprising reasons were collated:

Case No. 1. The salesman had never considered he was given a fair monetary deal with his old house. He had been compelled to fight for every increase he ever received. The working conditions were not pleasing. His associates were far from congenial. For seven years, he had been rather deliberately thumbed down. It was this treatment which made him feel that he had a perfect right to hold such business as his own initiative had made possible.

If his old house had treated him differently, his own actions might have been along other lines. As a rule, he did not believe in swinging old business into new quarters.

Case No. 2. This salesman had been given what was freely acknowledged to be the hardest and least remunerative territory in the business. Salesman after salesman had failed there. Not one had made so much as a dent.

Finally, after nearly five years of the hardest kind of personal effort, he had won a number of good friends. They had been brought into the fold on the basis of personal comradeship. Each and every customer liked him.

After having made this territory profitable, his house made him leave it, and go into another equally hard-shelled section.

Here, his previous record was at last repeated. Here, again, through his extra effort and his ability to make friends before he ever mentioned a word of business, a cold territory was warmed up and made one of the best.

The salesman was shifted five times in this manner and finally resented it to the extent of seeking another connection. When it

Executives of Rare Discrimination!

IN the course of an inquiry recently in one of the country's largest advertising agencies, it developed that thirty out of fifty executives were readers of *THE WORLD* *exclusively* each morning.

Mark this well: they do not read *THE WORLD* *and* some other morning paper. They read *THE WORLD* *exclusively*!

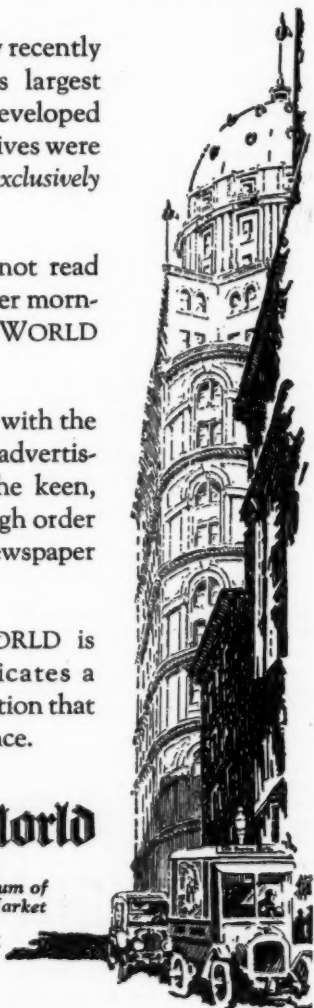
These men are entrusted with the spending of huge sums for advertising. Their minds are of the keen, alert type that demands a high order of intelligence in their newspaper fare.

The fact that *THE WORLD* is their favored paper indicates a marked degree of discrimination that has its advertising significance.

The  World

*The Three-Cent Quality Medium of
America's Greatest Retail Market*

PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO



was made, he took his wide acquaintance with him and a vast amount of business.

He claimed that the very fact that he could retain these customers was sufficient proof of the fact that it was 90 per cent salesman and 10 per cent the house he represented.

Case No. 3. This salesman had made vitally important business friendships which persisted when he changed base. In his notebook, he could count some 200 men who dated back to the former line. They stuck by him. They wanted to help him and to see him progress, wherever he might be.

They all gave him business and plenty of it, shortly after his move. These customers were exceptionally worth while. They represented hundreds of thousands of dollars' worth of business every year.

And when, after three years, the salesman was made an offer by a very much larger house and one that was long established, he felt that not to accept would be to retard his life work. He took the business of practically all of the names in his little notebook and fought the issue with the president of the concern, who took him to task for deliberate "commercial theft."

Case No. 4. Mr. G. had been raised in a Southern city. He had lived there all his life. Moreover, he knew, not only his own city, from end to end, but almost everybody worth knowing, in a business sense, in the State and in surrounding States. Once friends are made in the South, they persist. They mean a great deal.

The salesman was asked to join a New York house and to remain in his home territory. He would have his headquarters there, as usual, reporting to the main office no more than three times a year. And he need cover only the ground where he was known.

The arrangement was highly satisfactory, but, after a year of loyal service, the salesman was offered another job, at a large increase, in the branch office of a large house in the State. He accepted. He took his friends along

with him and all their business.

Case No. 5. After three and one-half years of relationship with a certain house, the firm heads changed and a cheaper and less worthy crowd came in. In fact, it was not long before the salesman discovered that the method of manufacturing the product was undergoing a change. It was no longer what it claimed to be. Profit was the sole consideration now.

With a highly profitable territory that had been built up slowly, through his continuous personal efforts, the salesman quickly moved on to a better house, annexing the customers which were his.

The changed character of the house and the product gave the salesman the moral right to do this, in his estimation.

Case No. 6. Mr. M. had no intention of taking his business with him when he left his former connection. He felt that he had it within him to build a new territory and a new list of customers. But it shortly came to his notice that his old house had sent out a letter, the same day his resignation was turned in, and this letter was far from complimentary to the salesman. Indeed, it maligned and cheapened him in the eyes of his former customers. And there was absolutely no occasion for such correspondence.

At once, the salesman paid a call on every old customer, explained the true state of affairs, and solicited their continued favors, as of old. They went with him without a murmur.

J. H. R. Arms with Edwards, Ewing & Jones Agency

John H. R. Arms, recently in charge of dealer service for the Miller Rubber Company, Akron, Ohio, has been appointed manager of the New York office of Edwards, Ewing & Jones, Inc., advertising agency. He was formerly with the Thos. D. Richardson Co., Philadelphia.

New York "Times" Appoints New England Representatives

The New York Times has appointed Gilman, Nicoll & Ruthman, publishers' representatives, as its New England advertising representatives. Stanley Pratt, of the Boston office, is in charge.



THE phenomenal growth of 'Canada Dry' in the last three years is without parallel in the beverage industry."

...And "Canada Dry" has used but one newspaper to sell the first market of the prosperous South—The Times-Picayune.

Successful national advertisers realize the value of concentrating their sales efforts in the New Orleans field in the dominant newspaper of that territory, that's why they prefer The Times-Picayune.

The Times-Picayune has and has had for years the largest circulation of any New Orleans newspaper, and dealer good will and reader confidence in its advertising columns make it the most powerful as well.

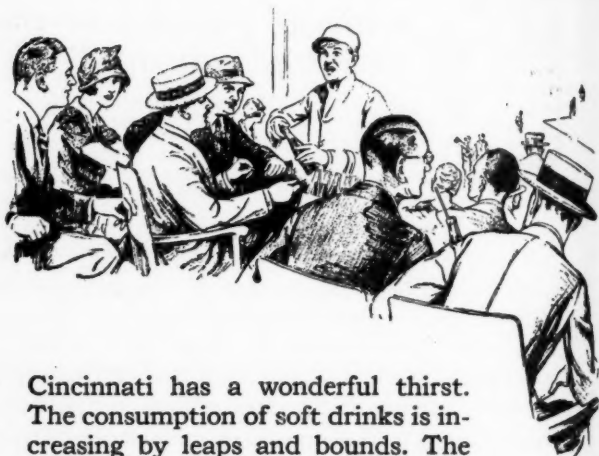
The New Orleans Times-Picayune

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg and Nose, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

Ice Cold



Cincinnati has a wonderful thirst. The consumption of soft drinks is increasing by leaps and bounds. The sales of a leading brand of ginger ale in Cincinnati last winter exceeded those of the preceding summer. And Times-Star advertising was responsible for this increase.

Sweet drinks and snappy drinks, clear drinks and frothy drinks, fruit juices and root juices, mineral waters and carbonated waters — their name is legion. But how many can the people of Cincinnati call by name? Ah! There's the test.

CINCINNATI

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Martin L. M.
17 Brunswick

ld and Sweet

It is those that are called for *by name* that have the demand at the soda fountains, at the delicatessen shops, with the grocers and wherever beverages are sold.

Yes, in Cincinnati the demand for what is *in* the bottle is determined by the popular acceptance of the name that is *on* the bottle. And this in turn is determined principally by display advertising *in the Times-Star*.

Social acceptance is not confined to automobiles or clothes or playing cards. The same people who drive the fine cars and wear the good clothes and play bridge by radio are equally discriminating in the matter of light refreshments.

All this is the result of advertising — principally Times-Star advertising. It has been brought about so gradually, so naturally that the people of Cincinnati scarcely know that the idea was planted in their minds by Times-Star advertising. But it was. And ideas, after all, are the main springs of all human action.

For eighteen consecutive years the Times-Star has carried more display advertising of beverages than any other Cincinnati Newspaper.

TIMES-STAR

Martin L. Marsh, Eastern Rep.
17 Brunswick Bldg., New York

Kellogg M. Patterson, Western Rep.
904 Union Trust Bldg., Chicago

"Where Buyer and Seller Meet"

THE W. B. DAVIS COMPANY
DAVIS "GOOD CLOTHES"
FOR
MEN WOMEN BOYS
CLEVELAND

Cleveland Directory, January 9, 1925
Old Arcade,
City.

Gentlemen:

Referring to yours of yesterday acknowledging our order for Directory for 1925. Permit us to say that we know of no money we spend which brings so great a return as that for the City Directory.

Your product certainly represents a very important piece of work splendidly accomplished. In this connection also permit me to express my appreciation for the use of the directories of other cities which you keep on file in your office. I often find them a matter of great convenience and feel almost ashamed to make use of them without payment.

Very truly,
THE W. B. DAVIS COMPANY,
Signed W. B. DAVIS

WBD:GS

Your City Directory
-Has Selling Power

A Record of Performance Substantiated by Those Who Know

Knowledge is born of experience—your experience plus that of others. If you do not know, of your own experience, your City Directory's strength as an advertising medium, then measure it by the experience of others who have tested its Selling Power and who continue to advertise in it because it produces traceable results.

Your City Directory is a consistent producer. It will work just as hard for you as for those to whom it has proven its

worth, and at less cost than any other recognized medium. Ninety-five per cent of City

Directory advertisers enlarge or renew their space year after year. Nothing short of real, business-influencing merit could attain such a record.

You can learn more about this sturdy link in the advertising chain by writing for a

free copy of "Directories; What They Are, How They Function and Their Place in Advertising," on your business letterhead.



This trade mark appears in directories of leading publishers

**ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS**
Headquarters
524 Broadway, New York City

Getting Attention for the New Season's Line

A Novelty in Advertising Procedure Aroused Interest for Kops Brothers' Line of Corsets

HOW to tell buyers about the new season's merchandise so that they actually will give it real attention is a troublesome problem. Announcements of "new line" have as much effect on buyers as water on a duck's back, and the manufacturer who actually can focus interest on his new goods starts the season a jump in advance.

Kops Brothers, makers of Nemo corsets, recently announced their new Nemo-flex line for fall by using a novel treasure chest idea to arouse the curiosity and interest of the trade, and the plan worked so well that from the very first step buyers all over the country talked about it.

According to Frank Jepson, sales promotion manager, the company was faced this summer with the task of finding some way to tell about the Nemo fall line so that it would not be passed over as just another "new line" announcement. The company, having unusually good merchandise, felt that it would be worth any effort to impress this on its customers, and accordingly a search was made for a unique way to attract trade attention.

"The idea evolved gradually, as such ideas must," Mr. Jepson explains. "Some time ago a printing house sent me a souvenir gold spade with a card that read, 'Dig yourself some business.' I had put the spade away, but came across it in the search for an announcement idea.

"The spade suggested digging; then it was natural to think of digging treasure. That led to the idea of a treasure chest with a golden key to unlock it. Then, in planning how to make such a key most effective, it seemed that a big iron key would draw much more attention than one of gold, because you usually associate a giant key of iron with vaults and great chests.

"Having fixed on the big key,

we felt we had to have the concomitant of it—which would be a treasure chest. So the key and the treasure chest became the basis of our plan. But it was their presentation that formed the most effective feature of the entire idea.

"We had a big brass key made up, and from this original we had several thousand duplicates cast in iron. We then obtained special permission from the Postoffice Department to send this key through the mails tied on a plain tag. So our first step in making the announcement of our fall line to our customers was to send the giant iron key through the mails to the buyers on our list. It went out ten days before the chest was to be opened.

"Nothing was sent with the key to give the customer any definite idea of what the key was all about. We sought to arouse his curiosity. One side of the tag had written on it, in red ink, 'On or after June 7 your key unlocks a chest of most marvelous treasures.' The address side of the tag had the customer's name and, 'From: The Treasure Chest, 120 E. 16 St., New York City.'

TREASURE CHEST BUILT TO ORDER

"We had tried to get a treasure chest to fit our needs, but though we searched New York City we could not find one. So we had to build a chest according to our own ideas. The chest was completed three weeks before it was to be opened, and in the three weeks we aged its wood and its imitation iron bands, made of linoleum, by putting it on the roof in sun and rain and by pouring .22 bullets into it by the hundreds to give a worm-eaten appearance. The result was excellent.

"The chest was used as the second step in announcing the line to the trade, and two days after the keys went out we followed up

July 29, 1926

with a four-page folder of very fine yellow paper with high-grade drawings. The first page showed the chest on a sandy beach with a buccaneer guarding nearby while a ship stood in from sea. 'The treasure chest your key unlocks,' was the greeting to the buyer.

"The middle pages showed the old chest and the big iron key, nothing else. A map of the world with a small insert of our building at the corner of Irving Place

but all were inquisitive nevertheless. Two days after the key went out, we had phone calls from Philadelphia, Boston and Worcester, and a telegram from Boston, asking, 'What shall I do with the key?' Letters came in saying that the key was being held. Some New York buyers came in the next day with the key, although we kept carefully away from the angle of getting buyers to come into the office at once.



This key
unlocked the famous chest!

Given to us by the mysterious agent, messenger for the House of Complete Corsetry, Inc., 120 East 16th Street, New York, on the morning of June 7, 1926.

There, behind a corner of our line, the sturdy lock — ending with the fish of many a mystery message — pointed to the House of Complete Corsetry.

The position of the lock — and to the secret of the mystery, a mysterious letter was delivered!

Travels from all parts of the world — especially rich and numerous within — have given rise to the making of this secret of the mystery — the new House of Complete Corsetry.

If you caught the opening, ask for attention to show you the secret.

House of Complete Corsetry, Inc., 120 East 16th Street, New York, N.Y.



THE
MYSTIC CHART SOLVED!

PRICELESS CHEST OF TREASURE
DISCOVERED AT 120 EAST 16th ST
NEW YORK

ITS OPENING REVEALED
RAVISHING SPLENDORS
IN THE NEW FALL LINE
OF

NEMO
THE HOUSE OF COMPLETE
CORSETRY

THE MYSTERY IS SOLVED

and Sixteenth Street was on the back page. Text here told: 'The opening. The map gives the clue. The date is June 7, 1926. The treasure will be spread before your marveling eyes by Nemo, the house of complete corsetry.' This folder, as well as the key, went out by first-class mail.

"The idea was bound to arouse curiosity, for anyone would be interested to receive a big iron key through the mail. It was bound to stay in the mind of the buyer, for he would be interested in the key and, because he is human like the rest of us, he would not throw the key away until he had found out what it was for. He might throw almost anything else into his waste basket, but not a key.

"About half of our customers sensed that this was advertising,

"The basic idea was to get the trade to talking about Nemo and the new line so that they would buy when it came time, not to get them into the office. Therefore we stressed the key and the chest and played down the opening of the chest. The opening, of course, had to be part of the plan to carry it out completely, but it was subordinate. We held the opening on the set date, showed the new styles to those who were present, and then reopened the chest on request.

"We wanted primarily to get customers talking Nemo and we wanted to keep them thinking about our line so that whenever they did come to New York to buy fall merchandise they would come to our office. The key acted as the perfect reminder.

"Trade — paper announcements

**5,000,000 people in California
have more wealth than
7,500,000 people in Illinois!**

*and 40% of the State's wealth
is in the single county of
LOS ANGELES!*

HERE is concentrated buying-power; over a billion and a half dollars annually in a comparatively small area.

And, in The Examiner, a medium that reaches \$420,000,000 worth of it six days a week and \$912,000,000, or close to 90% of it, 52 Sundays a year. No other newspaper in or around Los Angeles can tap buying-power for you like that.

170,000 Daily

390,000 Sunday

Los Angeles Examiner

T. C. HOFFMEYER
571 Monadnock Bldg.
San Francisco, Calif.

W. W. CHEW
285 Madison Ave.
New York City



WM. H. WILSON, 915 Hearst Building, Chicago, Ill.

were not left out of the plan, but were carried as usual to tell about the new line. These we tied in with the key and chest idea. Two four-page spreads were used, the first appearing in two trade magazines just before the opening of the chest. The second advertisement was run two weeks after the event. In both pieces we used the drawings from the folder that had been sent out through the mail, and the treasure idea was the central motif of the copy.

"So much attention was aroused by our method of announcing the fall line that, before we wanted to show the new merchandise, our salesmen on the road were besieged with requests to see the goods. Besides the letters about the key, we have had buyers themselves talk about the idea just as soon as they came into the office to buy. And they had brought the key along with them!"

Death of Wilson F. Brainard

Wilson F. Brainard, vice-president and treasurer of Ruggles & Brainard, Inc., died on July 22 at Rio de Janeiro. Together with Mrs. Brainard he had taken an ocean trip to Brazil in the belief that it would better his health.

Mr. Brainard, whose home was in Glen Ridge, N. J., was fifty-eight years old. He became associated with Howard P. Ruggles in the firm of Ruggles & Brainard, Inc., which they organized eleven years ago for the purpose of handling color page advertising in magazines. They have been handling the color page advertising of the Quality Group since its organization nine years ago. Mr. Brainard is survived by his wife and two daughters.

Appoint Inland Newspaper Representatives, Inc.

The Cairo, Ill., *Citizen*, the Mount Vernon, Ill., *Register-News*, the Crawfordsville, Ind., *Review*, the Michigan City, Ind., *News*, and the Wabash, Ind., *Plain Dealer* have appointed Inland Newspaper Representatives, Inc., publishers' representative, as their national advertising representative.

New Business at Seattle

The W. R. Harrison Company, Seattle, Wash., has been organized to conduct a printing, advertising and publishing business. The incorporators are W. R. Harrison and E. M. Hav. Mr. Harrison is also president of the Seattle Engraving Company, of that city.

When I First Met "Printers' Ink"

BROCKTON, MASS.

Editor of PRINTERS' INK:

The letters you have printed in recent issues relative to the long time some subscribers have been reading PRINTERS' INK, recall to my mind that I have probably been a reader of P. I. since the latter part of 1891.

I started with the W. L. Douglas Shoe Co. in November, 1891, A. Q. Miller was then advertising manager. When he finished reading his copy, he was kind enough to let me read it.

I also recall with pleasure, the time G. P. Rowell issued coupons good for a year's subscription, to his advertisers. Through newspapers and New York specials, I thus received, for a time, my copy free. "Those were the happy days."

I have, of course, continued my subscription ever since, and while I retired to private life on May 31, will still continue to read and subscribe to PRINTERS' INK to the end of my days.

FRANK L. ERSKINE.

(Mr. Erskine, after having served the W. L. Douglas Shoe Co., as advertising manager since 1898, resigned from this position and the board of directors on May 31, 1926. In his work he was closely associated with Mr. Douglas, acting as his secretary from 1906 until his death in 1924.)

First National Chain Reports Sales

The First National Stores, Inc., New England chain grocery stores, reports sales of \$14,630,769 during the quarter ended July 3, against \$13,129,790 for the same period last year, a gain of 11.4 per cent. For the first six months of 1926, sales were \$29,453,485. This compares with \$25,979,195 for the first half of 1925, an increase of 13.3 per cent.

Champion Animal Food Company Sold

The Champion Animal Food Company, Minneapolis, has been sold to L. F. Bosler. E. W. Leach, sales manager of the Champion company, has been elected vice-president and a director.

J. W. Clement Appoints A. O. Levy

Alex O. Levy, for fifteen years art director of the Larkin Company, Inc., Buffalo, is now associated with the J. W. Clement Company, printing, also of Buffalo, in a similar capacity.

Salad Dressing Account for Boston Agency

J. F. Howard, Inc., Boston, manufacturer of Howard's salad dressing, has appointed The Greenleaf Company, Boston advertising agency, to direct its advertising account.



Convincing Proof

An advertiser writes us :

We have received
convincing proof
that Nation's Business
is carrying our message
wonderfully well
To the larger business
interests of the country

NATION'S BUSINESS

Washington

Circulation 222,000

Member A.B.C.

The "Guessing Days" Are Gone

—the high road to orderly production
and distribution is now well charted

[[A part of an address by Thomas F. Logan, president of
Lord & Thomas and Logan, at the meeting of the National
Industrial Advertisers Ass'n, Philadelphia, June 22, 1926]]

"THE production and distribution of goods in the United States have been standardized and stabilized to such an extent that we shall probably never again see the succession of booms and panics which we used to think were as inevitable as the movement of the tides.

"We have recently seen in the security markets drastic liquidation, the most precipitous of recent times. Having gone through this convulsion, Wall Street sat back waiting for the supposedly inevitable reaction in business.

"But the reaction didn't come. Not even a cloud the size of one's hand appeared on the business sky as the fore-runner of storm. Freight loadings kept up their record figures—the output of electric light and power companies continued to increase—automobile production kept on the even tenor of its way—and, finally, steel prices turned upward instead of downward.

"So Wall Street has concluded that a business reaction commensurate with the recent fall in security prices, in spite of all the laws of the Medes and Persians, is not to occur. The panicky front page news headlines of a few weeks ago have given way to reports of new investment buying and new high prices for prime securities.

"It is evident that new forces have been at work, and with remarkable results. If you will examine the records of American business for the past six years, you will find that year by year the extreme variation in the volume of American consumption has been less than six per cent from the normal line of growth. That is a very notable

record, and expert economists believe that the future will see an even narrower variation.

"In other words, we are now entering an era in American business where production can be charted from year to year with a possible average error of not more than six per cent.

"What has brought about this wholesome stabilization of industry? I believe that there are three fundamental causes:

- 1—The credit system has been standardized and stabilized as a result of the complete reform of our banking system, brought about through the operation of the Federal Reserve Act.
- 2—The interchange of goods throughout the country has been standardized and stabilized by the very remarkable improvement in the efficiency of operation of our great railroad systems.
- 3—The marketing of goods to the ultimate consumers has been standardized and stabilized by scientific advertising.

"Any one of these three forces, without the help of the other two, would have resulted in a vast improvement in the working of our business machinery. But for the past six years we have had all three of these forces working together; and it is no wonder that the combined effect has been so great.

"Banking, transportation, and advertising of a standard never before at the service of American business—and of a standard achieved in no other country—have almost overnight opened a new era of orderly production and distribution."

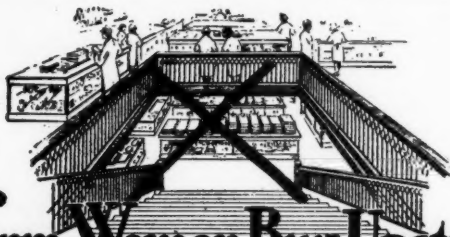
LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 North Michigan Avenue
LOS ANGELES
1151 South Broadway

NEW YORK
247 Park Avenue
WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.



Farm Women Buy Upstairs

Stores in the farm area do not have bargain basements. Farm women buy upstairs, where merchandise has the proper setting—where the power of your advertising is not forced to compete with leader bargains.

The 800,000 farm women who subscribe to **THE FARMER'S WIFE** are customers of that kind of store. They buy on merit, through knowledge of merchandise gained by reading advertisements.

Reach these farm women with the one publication that is edited exclusively for them. The very nature of **THE FARMER'S WIFE** implies that its subscribers are interested in the things that make farm life better and modern.

THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.,
307 N. Michigan Ave.
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.,
250 Park Avenue
New York City

Member Audit Bureau of Circulations

Well, Sir, I Found Out One Thing About Advertising

The Lesson Was Costly, But Maybe It Was Worth All It Cost

By Fergus Ritchie

AS the purchasing agent for a perfectly good equipment business, I consider that I am now a successful advertising man. With the same methods that govern careful buying, you can take all the mystery out of advertising, as I will endeavor to show you.

What a manufacturer of equipment should want of a twenty-eight mile railroad, running nowhere, I never have figured out. But I guess the Old Man bought that San Blajo spur line at a party. What they served at the party must have been right off the ship.

Back in the pioneer days of the West, promoters in a certain town started to link up their place with the East. They built railroads until the money ran out. It ran out when they reached the Burla Chica Valley. Fourteen miles from town there was a ranch section that produced some freight, but later the trolley cars came along and took that, and now the motor trucks have got it. The Burla Chica Valley is a wide place between mountains, with sand and cactus and mesquite. It is the original spot where bullfrogs never learn how to swim, and rattlesnakes die of sunstroke. Kind of a pretty name, easy to pronounce by Easterners unacquainted with the Spanish language and not caring what it means—which is "little joke."

The Old Man took this once-was railroad seriously.

"Go out there," he said to me, "and rehabilitate it. Get it running on a paying basis. Advertise it, and get passengers and freight."

So it came that I left the purchasing department to my boy Frank, and went to the Great Wide Spaces as assistant to the

president of a railroad that was nothing but a couple of streaks of rust.

A couple of fellows came to see me almost immediately about the advertising. One was Spacehound, the secretary of the town's civic association. The other was Brass-tack, advertising manager of the principal daily paper in the town. Spacehound didn't talk advertising at the beginning, because he came to try and collect five years' back dues owed by the former railroad management. His association stood for boosting and betterment, and while there was a lot of bunk along with his ideas, I paid up, because it looked like a good investment.

"People here feel happy about this new management," he says. "Your road can be made a wonderful influence to the town. Have you been out to see it?"

"Not yet, but I expect it isn't much to look at," I says.

"Blessed are they who expect little," he says. "For you won't be disappointed. Expect it to be about half as bad again. But it has possibilities, and I'd like to go along with you and point them out."

Next morning we went up on the regular and only train, which was an early American one, motor coach with passenger, freight and express accommodations.

COURAGE NEEDED

"I've often wished somebody with courage would take over this line," says Spacehound, "to exploit the desert. When the first settlers came in here, the desert was something to get across and forget. There were no magazines or movies in those days, nor any desert poets or artists or novelists to appeal to the imagination of the millions cooped up back East. Now

the desert is romantic, adventurous, mysterious. People want to include a little sheik stuff in their tour out here. Do you realize that Burla Chica is the nearest desert to any city this far east? Look at those dunes—exactly what they see in movies. Look at those painted mountains! Feel the mystery and glamour out here. You've got the stuff right here to give people a thrill, if it's advertised properly. And I'll show you how to advertise it with publicity."

Out at Heebe-Jeebe, the terminal, we had a boarding house, which was easy to turn into a hotel. We hauled in some palms and made an oasis. A fleet of burros took guests there for a desert picnic. We got some rattlers and Gila monsters, and monkeys and parrots to look at. A fellow named Pete Billikin ran the hotel with his wife to cook. It was small, but comfortable and homelike.

"You ought to run a daily advertisement in our resort column," says Brasstack, the newspaper advertising man. "Tourists want to know where to go. Your advertisement ought to be there when they're looking."

But when he told me what it would cost, I couldn't see the expenditure. The road was running entirely on red ink, and our repairs to roadbed and the new motor coach cost a lot.

"That'll come later," says Spacehound. "You want principally general publicity at the start. Now, here's the idea. Prominent writers are always visiting the city. We get a lot of favorable publicity in the big Eastern publications by making their stay pleasant. You entertain one or two of these writers occasionally. It won't cost you anything but the ride and board for a day or two, and you can never tell what will come of it. Suppose Rex Beach put the atmosphere and color of your resort in a novel. See what 'Ramona' has been doing for California all these years. Why, you'd be made for life! Ring Lardner, or Irvin Cobb, or Elinor Glyn might come along

any day. Publicity! That's the advertising for you now."

Well, the first writer showed up a couple of days after that. He was a queer bird, seedy and independent as a hog on ice. I had never met any writers before, but my wife has in club work. Spacehound gave him a letter saying what this writer wrote didn't need mention, and he was passing through our section gathering material for a series of big Western articles.

"Could you just write 'and party' after my name?" asks the writer, when I gave him a letter to Pete Billikin. "It's so much more specific."

I did so, and afterward found he stayed at Heebe-Jeebe, not a day or two, but a couple of weeks, with his wife, two boys and his wife's sister, and entertained several parties from town at our expense. Pete let him sign for it all, and showed me my order after. This was more than I expected to pay even for a "Ramona," but Spacehound said wait and see what he wrote.

KNOWLEDGE OF BURLA CHICA SPREADS

Other writers came along every day or so. Spacehound was delighted at the way our section had begun to attract national attention. It was generally hard to get writers to stop over, Spacehound said, because the West is big, but he said Burla Chica had the appeal. It was unique. It was the only place where the real desert could be breathed so conveniently. Some of the writers told him there wasn't anything like it even in North Africa.

Brasstack kept coming around, and we got onto a sort of kidding footing.

"I don't see much traffic on the San Blajo Railroad yet," he says, "though you certainly have made great improvements in the line. When you get done with your improvements, I suppose you'll advertise, so people'll know you're not unwilling to carry freight and passengers."

"I suppose some day you'll come

in here and sell me advertising for less than our new rolling stock cost us," I replied. "We're advertising, all right. You wait and see." Such were our lines with each other, just kidding—honestly I couldn't see any value in his publicity, when our advertising cost us only a few days' board each week at the hotel. After that first "and party" writer I had limited our guests.

Well, at last the writers began to deliver the goods. Spacehound brought around first a travelogue in a magazine. It mentioned our resort. There was a couple of paragraphs about Burla Chica in the "Harness Horse Sphere," and quite a mention by a woman writer who called herself "Aunt Daisy" in the "North Fork Neighborhood Tattler," and a picture of Pete with our string of burros on the rotogravure page of a Sunday paper entitled "Where the West Is Still Woolly."

It was when our grocery bills came in for the first month, and the Old Man checked the item of "advertising" on my report, that I realized we were spending too much to get traffic. The grocery bills were more than the total traffic receipts. Then I made a rule that no writer should take more than one other person up to Heebe-Jeebe, and that had to be his wife, or her husband. Also, the stay was limited to two days, no extras. That cut down the advertising expense considerable, but still we were in the red ink on advertising the next two months. I cut the trip down to singles and one day. Spacehound kicked, saying we didn't know when we might be skimping money on some writer who would immortalize our resort, but that went.

"Next week the Knights of Al-Kohl will be in town for their convention," says Brasstack, one day. "We want your resort advertised so much that we've had this announcement set up. It'll only cost you thirty bucks all week in our special 'Camel and Caravan' department."

I fell for it, and we did so much business the convention week

that I told Brasstack to put us into the next special, when the town had a crowd. Those knights filled the hotel, paid cash for everything, and went back home and told others about Mrs. Billikin's cooking.

BEGINS TO USE PAID SPACE

It was when Brasstack coaxed me into running a couple of inches regularly in the resort column that I began to see that though this form of advertising was expensive, it brought quick returns. In the long run, of course, we would be famous through what writers published as free mention, but that took a lot of time, while this seemed to hit folks who were in town, looking for a place to go.

The grocery bills were still pretty high, and that led me to cut down the number of writers we would entertain to two a day. By the end of the tourist season we needed all our hotel accommodations for cash guests, so I made a new rule—only an accredited writer who could show that he wrote for some desirable magazine or paper would be entertained, and we would give nothing but a round trip ticket for himself and wife.

One afternoon a quiet looking guy brought a letter from Spacehound.

"Look here," I says, "do you know our policy? Before we send anybody out to Heebe-Jeebe as our guest, we want to know what you write for. Regular writers can have a ticket—but we're done boarding them at the hotel."

He listened with a kind of grin. "The round trip fare is about five dollars, isn't it?" he says.

"Less than that," I says. "It's two-eighty."

"Well," he says, "if you don't spend any more than that on writers, you ought to get value from anybody claiming to be a writer, because you couldn't very well spend less. I've been out to see your resort. Paid my own way. It's as good value as any I've visited on my trip. Look out or somebody will steal Mrs. Billikin

from you. You'll find my name in 'Who's Who.' I sell my work, not other people's press agented propositions. Now, you look like a regular fellow, so I thought I'd bring this cheap letter in, and see what you were, and maybe tell you something. Do you know that Spacehound has just had his salary boosted? He did it by producing a big scrapbook full of free publicity for the town. Most of it was written by writers who have been entertained by your company. Spacehound has no fund for entertaining, but he's mighty slick in working anybody who will provide entertainment. You get a line or a paragraph now and then, but he gets columns, and they fatten his job. I just want to say that nobody but a lame duck writing for a publication of little account will trade his work for your entertainment. If he is a freelance like myself, he's selling his own stuff—not what you want to put over. If he's on the staff of a publication worth anything, why should he risk his job playing your game, and Spacehound's? Think it over."

That guy was right, and there was a lot of sense in what he said.

We advertise regular now in Brastack's paper and the others, and we get our traffic for so much advertising cost per head. By fall our new hotel will be ready for the tourist season next winter. The road has been paying for a year, the Old Man is tickled to death, and I'm back on my own job, which I understand. Railroad-ing isn't in my line, or advertising. But I've found out one thing about advertising.

Advertising is mysterious until you put it on the scales and weigh it, like supplies. And according to quality, you want to buy it by specifications.

One round trip ticket, for one writer, once—that's our specification for Spacehound's brand. And it must be a regular writer.

Duane Wanamaker, has been appointed representative in the Chicago territory for the *Southern Furniture Journal*, High Point, N. C.

Editorial Copy Talks Men's Style to Dealers

There would seem to be a far cry between animals and starched collars, but a close association is drawn in the advertising of Cluett, Peabody & Co., Inc. The copy follows the editorial style and points out the moral that if dealers are not making the most of their collar sales opportunities, it is because they fail to emphasize the importance of style in dress to men.

"Animals and Men" is the editorial head. All through animal life, the dealer is told, it is the male of the species that wears the finery. The exception is with human life, where the female is dressier than the male. This condition exists because the dealer does not educate men to a style consciousness as energetically as do the dealers in women's specialties.

The advertisement then takes up the task of the starched collar and its style-dressing qualities, showing the dealer how he can increase his sales by setting an example for his customers in his methods of displaying Arrow merchandise.

Painted Displays, Inc., Organized at St. Louis

C. A. Thien has organized Painted Displays, Inc., at St. Louis, window display and advertising specialty business. He was formerly with the David Coleman Company as sales manager and, more recently, as sales representative for the St. Louis territory.

O. R. Pechman, formerly with the Coleman company as production manager, is associated with Mr. Thien in a similar capacity.

General Outdoor Reports Larger Net Profit

The General Outdoor Advertising Company, Inc., for the quarter ended June 30, reports consolidated profits amounting to \$1,065,466, after depreciation and Federal taxes. This amount compares with \$501,886 for the preceding quarter and with \$676,005 for the June quarter of the previous year.

Tharinger Macaroni Account for Koch Agency

The Tharinger Macaroni Company, Milwaukee, maker of White Pearl macaroni, spaghetti and noodles, has appointed The Koch Company, advertising agency of that city, to direct its advertising account. A newspaper campaign in the Middle West is planned.

Financing Account to Whipple & Black

P. B. Cooper & Company, Detroit financing corporation, has placed its advertising account with Whipple and Black, Inc., advertising agency of that city.

First by Preference-
(Jan to June incl.)
1926

1,898,722 lines.

1925
1,400,735 lines

1924
1,011,199 lines

1923
827,596 lines

Virtually any consumer advertising campaign can be materially strengthened by making up the schedule to include The Miami Herald.

At the left are The Herald figures of national advertising lineage for the first half of each year, 1923-1926, inclusive. The compilation clearly indicates both The Herald's dominance and the prodigious expansion of the Miami market.

Comparative national lineage, first six months, 1926, shows:

The Herald, 1,898,722
 Second Paper, 925,085
 or a Herald lead of 105%.

The Miami Herald

"FLORIDA'S MOST IMPORTANT NEWSPAPER"

Frank B. Shutts, Publisher

NATIONAL ADVERTISING REPRESENTATIVES

J. P. McKinney & Son

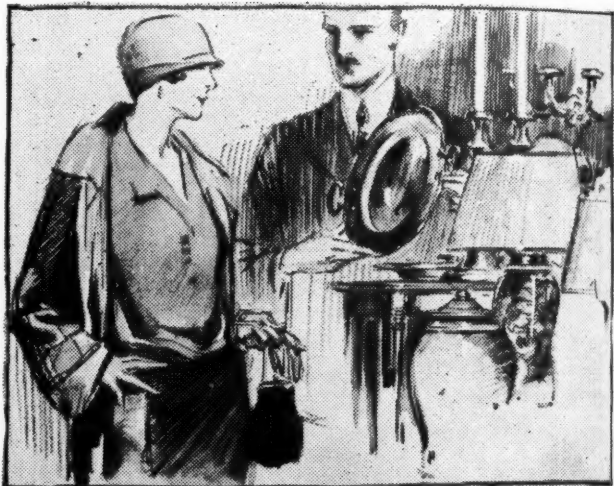
CHICAGO

NEW YORK

SAN FRANCISCO

Geo. M. Kohn, 704 Walton Bldg., Atlanta

"I'll take it," says
Mrs. P



[N. B. This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.]

THE CINCINNATI

"Goes to the home"

Price Hill

... and a value-for-value sale is completed. For Mrs. Price Hill is a shrewd and skillful buyer. That's one of the reasons she always has money to spend. But only one of the reasons . . .

Shortly after their marriage, Mrs. Price Hill and her husband had a little talk. They listed the things they wanted—a house, a car, membership in a club—and they budgeted their lives to secure these things. The house, of course, came first. A few years later a handsome sedan took its place in the garage behind the house. Then Bill, Jr., was born, and more plans were made. As a result, Bill will go to college when he grows up. In the meantime, the club membership has become a reality, and . . .

Oh, the Price Hills are prospering and they'll continue to prosper. Because they plan their lives—and they live their plan.

Considering these facts, it isn't surprising that every merchant in town seeks the favor of Mrs. Price Hill. But what medium should he use to reach her? Perhaps Mrs. Price Hill's own preference will tell him. For to the 4,376 residence buildings in this hill-top community, 2,789 Enquirers are delivered.

An impressive circulation, and one, Mr. Advertiser, that is doubly important to you. For this circulation is home-delivered at the precious hour when Mrs. Price Hill is deciding what and where she will buy. You can influence her decision—in your favor—by advertising in The Enquirer.

L. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles



ENQUIRER

stays in the home"

Advertising Lineage Increases 10½%

*Oklahoman and Times
lineage increases
¾ million lines during
first six months of 1926*



During the six months ending June 30, 1926, The Daily Oklahoman and Oklahoma City Times increased their advertising total from 7,133,574 lines to 7,912,632 lines—a GAIN of ten and one-half percent.

These lineage increases were substantial in local, classified and national classifications, indicating the growing confidence placed in these newspapers by readers, local business houses, and national advertisers.

[This fall, intensify your selling efforts in Oklahoma, whose farm income according to Brookmire is 17% above normal. The Oklahoman and Times provide ready access to the entire Oklahoma City market at one low cost.]

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES
thoroughly and alone cover the Oklahoma City Market.

E. KATZ SPECIAL
New York, Chicago,
Kansas City



ADVERTISING AGENCY
Detroit, Atlanta,
San Francisco

Abolition of Cash Discount a Menace to Agency Credit

Tendency on the Part of Newspapers to Eliminate Cash Discount Is Alarming Advertising Agents

A TENDENCY on the part of newspapers in different parts of the country to eliminate discount cash payments on space used is disturbing advertising agencies.

The agencies that have taken notice of this tendency are alarmed because they believe the elimination of a discount for cash would be harmful alike to the agent and publisher.

The agents are not interested in the question of the retention or abolition of a cash discount because it any way affects their immediate income. As a matter of fact, it has no immediate relationship to the agent's remuneration. As PRINTERS' INK recently explained, the discount allowed for cash is based on the net amount due the publisher for space used. That is to say if an advertiser used \$100,000 worth of newspaper space and elected to pay cash in order to get the usual 2 per cent discount he would get that discount only on \$85,000, the other \$15,000 represents the commission which the publisher pays the advertising agent. It is, of course, not to be expected that the publisher would allow an advertiser a discount on that commission.

The reason for the advertising agent's interest in the subject arises from a belief that the abolition of this cash discount will affect the credit soundness of the agency structure.

The American Association of Advertising Agencies considers the subject to be one of grave importance. It has sent to its members a bulletin especially prepared by C. R. Erwin and John Benson of its finance committee, in which it explains why it regards this tendency as a serious menace to the credit soundness of its members. That bulletin's remarks on this subject are as follows:

"The member financial statements which we review once a

year show a very high average of promptness in collection of receivables. The overdue items aggregate a very small percentage of the total outstanding. This desirable condition we attribute to two causes: First—the gradual elimination by our members of accounts which cannot pay bills promptly, that is, are unable to take advantage of cash discounts. Second—the prompt payment of bills by all accounts which can take cash discounts.

"The cash discount serves as a warning to our members; if it is not taken by the client, the agent knows there is something wrong and can take active measures to protect himself. Without that warning agents might have no means of knowing whether the client could not pay or was merely dilatory in doing so, there being no financial inducement to be prompt.

"Since the net profit earned by agents averages little more than 3 per cent of the fifteen paid by the publisher, they cannot afford to allow the client a cash discount unless the publisher allow it to them. Half of the agency net would thus disappear.

"It is extremely important, in the opinion of the Finance Committee, that the system of allowing cash discounts to clients be maintained, as a safeguard to credit, and in order to do so, it is absolutely necessary that the newspaper publisher allow cash discounts to the agent.

"If the tendency to eliminate cash discounts should spread, it would have an unfortunate effect upon the credit of agencies and thus endanger the publisher's own collections. This we must avoid in the mutual interest."

There are two other aspects of this subject that are not touched upon in the agency association bulletin.

There is the undeniable fact

that the abolition of a discount for cash will force either the advertising agency or the newspaper into the banking business. The writer recalls the remarks made at a recent meeting of the Association of Newspaper Advertising Executives on this subject by Colonel J. K. Groom, of the Northern Illinois Group of Daily Newspapers. Colonel Groom's remarks, based on experience, were to the effect that he had tried the idea of eliminating the cash discount only to find himself borrowing money at 6 per cent in an amount to equal that which was outstanding and overdue thirty to ninety days. In other words, money that might have been readily obtained at a cost of 2 per cent later cost 6 per cent. Colonel Groom went back to the old way of doing business.

Agencies that are jealous of their credit reputation would naturally not let bills for newspaper space remain unpaid, for sixty to ninety days, even though their clients would. Such agencies would pay within thirty days and then would find it necessary to borrow money at the current interest rate until the client paid them. Such agents would become bankers for the client's advertising expenditures.

The second aspect of this question from an agency standpoint is that it would increase temptation to split commissions with clients. It is easily conceivable that in his desire to obtain an account an agent might agree to allow an advertiser a discount of 2 per cent for cash out of his own pocket. Such an allowance would be a virtual splitting of commissions. And the question of split commissions is one of considerable interest to the newspapers as Lincoln B. Palmer's testimony of several months ago, before a Federal Trade Commission hearing, plainly indicates. His testimony on the subject of split commissions was to this effect:

"I have been acquainted with advertising during about twenty-five years or more. During my experience in watching credits and investigating financial structure of

advertising agencies, I have come to the conclusion that the splitting of commissions is one of the main causes of financial failure in that field.

"It has been my personal belief, based on my experience, that when concessions in price are offered to advertisers it may naturally lead to distrust regarding either the value of advertising or the integrity of the rate card. To sum up, many advertising agencies are doing business on so small a margin of profit that, if they lose or are unable to take advantage of the cash discounts their profit is reduced materially and to a point, which I believe, in many instances, seriously affects their ability or success as creators, producers or developers of advertising."

To sum up: "The abolition of a cash discount by one newspaper may seem very right and proper to that newspaper," says the owner of an advertising agency, "but the danger lies in the fact that other newspapers unthinkingly follow suit. When the idea gets widespread adoption the newspapers will find to their own sorrow that they have harmed themselves, for their prosperity is very much dependent upon the financial soundness of the agency system. And you cannot keep the agency system sound if you take away its warning signals; if you open up an entirely new excuse for splitting commissions; and if you turn the agent into a banker for his clients.

W. C. Sproull Advanced by Burroughs Adding Machine

William C. Sproull, who has been acting advertising manager of the Burroughs Adding Machine Company, Detroit, since the first of the year, has been made advertising manager. He joined the Burroughs company in 1919 and was formerly in charge of magazine, newspaper and business-paper advertising.

M. E. Bernet, Advertising Manager of Wabash Railroad

M. E. Bernet, recently general publicity manager of the Southwestern Bell Telephone Company, St. Louis, has been appointed general advertising agent of the Wabash Railway, also of St. Louis. He had been with the publicity department of the Southwestern company for the last five years.

Confidence

THE high esteem in which the New Orleans ITEM is held by the people of New Orleans is evidenced by the instant success of The Morning Tribune.

In less than two years The Morning Tribune has attracted as daily readers nearly 50% of the newspaper reading people of New Orleans.

To the publishing ideals of The ITEM, which have brought it to its enviable position through fifty years of reputable, dependable and serviceable journalism, is due the unparalleled success of The Morning Tribune.

The Item reaches five out of seven and The Tribune three out of seven families in New Orleans who read any newspaper.

New Orleans Item-Tribune.

National Advertising Representatives:

GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

Photo-Engravers' Place in Advertising Picture Discussed

AN entire session of the convention last week of the American Photo-Engravers Association was devoted to a discussion of ways and means of aiding national advertisers more effectively with their problems by close co-operation with other advertising services.



C. A. STINSON

Representatives of six associations journeyed to Detroit to explain how their organizations worked in interdependence with the photo-engraving industry in serving national advertisers. James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, stressed the need of an intelligent understanding of the functions of each advertising service by every one of the various twenty-seven services. Whenever there is any friction between two of these parts, he said, it produces an unfavorable reaction on advertising as a whole.

To illustrate the importance of this interdependence, Mr. O'Shaughnessy explained that neither the advertising agency nor the photo-engraver could progress if one or the other fell down on the advertiser's job.

The address of E. Allen Frost, representing the Outdoor Advertising Association of America, dealt principally with the relations of trade organizations to the sales and distribution of service and merchandise. W. Frank McClure briefly outlined the work of the National Commission of the International Advertising Association, of which he is chairman, and J. Fred Woodruff, vice-president of the Campbell-Ewald Company, summed up the development of graphic art in advertising.

An active campaign for a more effective observance by members of the association's Code of Ethics and Standards of Practice for Truth-in-Advertising, was outlined by M. C. Gosiger. In his presentation of the report of the Vigilance Committee, it was recommended that the name be changed to the Committee on Better Business Practices.

Edward Epstein, chairman, reviewed the work of the publicity committee. He urged that the association continue its advertising campaign, suggesting that those having this activity in charge for the coming year, change from copy that is so largely institutional to copy that will appeal more directly to users of photo-engravings.

The sessions, which were continued for three days, were attended by about 250 members. George Hebb, of Evans-Winter-Hebb, presided.

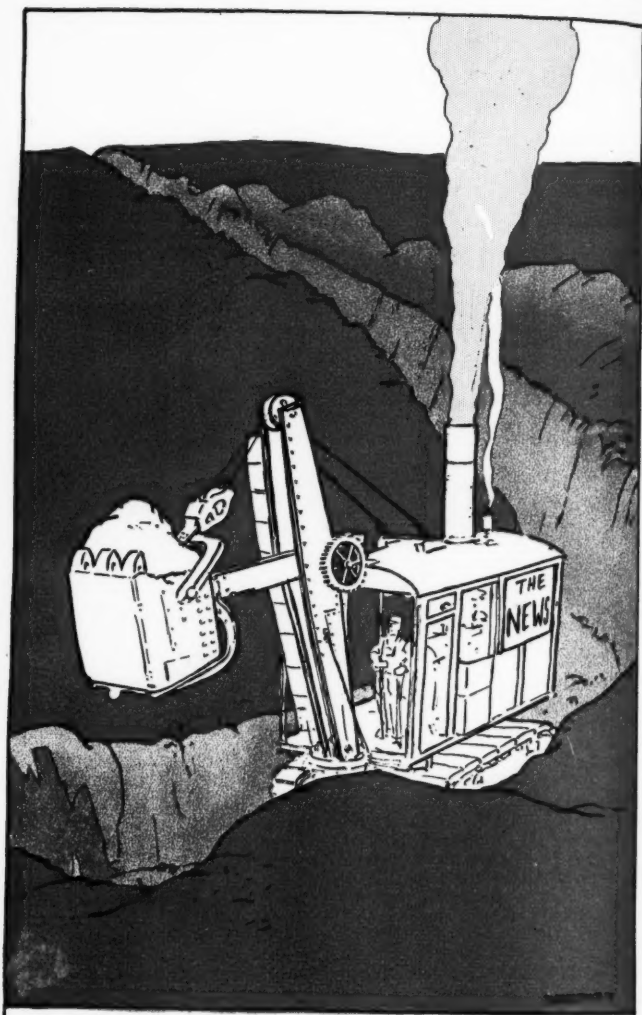
Charles A. Stinson, of Gatchel & Manning, Inc., Philadelphia, was elected president to succeed E. W. Houser, of the Barnes-Crosby Company, Inc., Chicago. Mr. Houser has served in the presidency for the last three years and previously had been executive head for the three-year period from 1911 to 1913.

Victor W. Hurst, Hurst Engraving Co., Rochester, was re-elected first vice-president. M. C. Gosiger, Schultz-Gosiger Co., was elected second vice-president. O. F. Kwett, Northern Engraving Co., Canton, Ohio, was re-elected secretary-treasurer. The following were elected members of the executive committee: Adolph Schuetz, Sterling Engraving Co., New York; Elmer Held, Premier Engraving Co., St. Louis; E. W. Houser, Barnes-Crosby Co., Chicago; Haller C. Campbell, Western Engraving & Color Co., Seattle, and O. E. Rumpel, Detroit Colortype Co., Detroit.

Committee chairmen were appointed as follows: Resolutions, A. J. Powers, New York; Membership, B. J. Gray, St. Louis; Better Business Practice, E. W. Houser, Chicago, and Publicity, Victor M. Houser, St. Louis.



Entrenching your product—



—in the New York Market!

ONE healthy steam

shovel is worth a dozen scoops on a big job ☞ And one big circulation in the New York market is worth more than a lot of little ones, and costs a lot less ☞ ☞ New York used to be a hard market to dig into because it took several advertising media to cover so large a city territory. It's a comparatively easy market to enter today, because of The News ☞ ☞ More than a million* circulation, 96% concentrated in city and suburbs, gives adequate coverage—reaches most of the customers and all the retailers—at one time in one paper at one cost ☞ ☞ The small page in the small paper does more work for every advertiser, saves space and money. The News alone will sell New York! ☞ ☞ Get the facts!

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago

25 PARK PLACE, NEW YORK

*June Averages: Daily 1,060,644; Sunday 1,217,554

The Plain Dealer ALONE will sell it!

CONCENTRATION

The Cleveland Plain Dealer is the ESTABLISHED buying contact between national manufacturers and the BUYING Power of the great Cleveland and Northern Ohio 3,000,000 market.

ONE medium—ONE cost—

The Cleveland Plain Dealer

*in Cleveland and Northern Ohio—
ONE Medium ALONE—One Cost Will sell it.*

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY
350 N. Mich. Ave. Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

Wholesalers Unwarranted in Manufacturing Own Brands

Manufacturer's Representative Analyzes Jobber's True Functions

By C. N. Palmer

MAY I comment, with as much restraint as the situation permits, on some of the manufacturer's problems as applied to J. H. McLaurin's article in the July issue of *PRINTERS' INK MONTHLY*? His subject was "Why Private Brands Are Growing in Favor with Wholesale Grocers." The fact that Mr. McLaurin assures us that his opinions are not those of the rank and file of the association he heads would indicate that there is some doubt in his own mind as to the jobber's wisdom in launching himself into the sea of manufacturing woes.

As he points out toward the close of his article, this subject of private brands is involved in the more malignant subject of price-cutting. Were it not for the tendency on the part of the dealers, both wholesale and retail, to appropriate the rights and benefits of demand for nationally advertised brands by switching patronage from them to something "just as good," we would have neither price-slashing nor the scramble for substitutes that marks today's private label epidemic.

Recently a large Pacific Coast jobber put out under his private brand an imitation of a well-known and internationally advertised food product, the pioneer and leader in its line. The manufacturer of this trade pioneer had always maintained a policy of co-operation with the jobbers, and although he had occasionally found that the orders taken by his own salesmen for his product and left with the jobber for delivery had been filled with other and longer profit goods, nevertheless he continued to carry out his original plan of dealing exclusively through wholesale trade channels.

When, therefore, the jobber came forward with his private brand,

the old-line manufacturer thought it time to protest. To the manufacturer's query as to how the jobber might justify his action, the Pacific Coast man replied that he found it necessary to indulge in private-brand goods in this particular line to "protect the business he had created." As a matter of fact, every pound sold in that line was sold through the pioneering efforts, the direct sales contacts and the advertising of the manufacturer. Much of the volume on which the jobber reaped a profit never even passed through his hands, but was billed through him on drop shipments sold by the manufacturer's men. This was his idea of "creating business."

PROFITS WITHOUT SERVICE

There are many other cases in point to illustrate this principle, but the above case is typical of the change that has taken place in the distributing machinery of this country, and of the attitude which permits distributors to feel that they have a right to accept profits without rendering service.

It is needless to review conditions which forced profits on manufactured goods up beyond all reason, and it is needless to point out that jobbers' margins could not always keep pace with what they believed the manufacturers were making on the goods they (the wholesalers) handled. It was very natural, therefore, for the middleman to turn to manufacturing—and that is exactly what he does when he becomes the proprietor of a competing brand—in search of greener pastures beyond the manufacturer's fence.

I believe it would be hard for Mr. McLaurin to point out one instance in which a manufacturer has actually entered the jobbing field, but the cases are legion in

which the jobber has invaded the manufacturing end. Legally, the jobber has the same right to own factories or to control factory outputs as the manufacturer has to own or control them, but, in exercising his legal privilege, it seems to me that the jobber robs himself of the right to cry wolf at the manufacturer on the score of "trade abuses" which Mr. McLaurin intimates are responsible for the present drift in distribution.

What are these trade abuses? For the most part, they consist in the direct handling of certain important retail outlets, and in the sale of the manufacturer's product through jobbing channels which the old-line jobber considers unethical. Let us review these two major sins of the manufacturer singly, and see whether or not the manufacturer is actually robbing the wholesaler of a valuable franchise when he sells his goods directly to a large retailer or when he permits the "outlaw" jobber to handle them.

Take, for instance, any of the large national or sectional chain store organizations. The jobber, always a local merchant, says: "Why do you sell them direct? Why don't you leave that business to me?" The answer is that the local jobber could not get it under any circumstances. Frequently the chain-store organization will purchase in one order and for a single delivery more of the manufacturer's goods than the local jobber could use in a year. The big buyer needs to be sold only once to insure a large and steady volume, while the jobber and the small retailer may require an individual massaging every time an order for a dozen or a gross is put through.

The jobber is paid a commission or allowed to take a discount on the goods he handles in return for the performance of four separate and distinct services, namely: sales work; warehousing; delivery service; credit guarantee. In the case of sales to large chain or department stores, the local jobber can perform neither of these ser-

vices. First, he is not equipped to handle the delicate and highly competitive sales negotiations that put the manufacturers' wares on the big seller's list. Second, he does not warehouse a considerable amount of the manufacturers' products, but relies upon private warehouse stocks from which to fill his orders. Third, the large buyer takes carlot or greater quantities, which may be delivered at his own warehouse door as cheaply as at the jobber's. Fourth, large buyers usually deal on a cash basis, and their credit is often far better than that of the local jobber.

Therefore, it is evident that the jobber's service in handling this big volume business would be a detriment rather than a help to the manufacturer, but to this obvious conclusion the jobber replies that the manufacturer should then forego the pleasure of selling the chain store or department store buyer. In keeping with the loyalty which the jobber feels is his due from the manufacturer, the latter might be inclined to follow the suggestion of cutting the big fellow off, but what would happen then? The answer is simple: The big fellow would adopt his own private brands (which he has done many times under similar circumstances) and the jobber would suffer along with the manufacturer.

ULTERIOR MOTIVE BEHIND OBJECTIONS

A manufacturer with a plant involving from hundreds of thousands to millions of dollars, with years of successful merchandising behind him, with an extensive sales organization of his own to maintain and with an annual investment of a fortune in advertising, cannot offhand dispose of a large volume of his business because it annoys a jobber here and there to see others making sales which he himself cannot make. Whenever a manufacturer hears an appeal from a jobber to discontinue his sales to or through certain trade channels, he may be sure that he is being invited to enter a battle the object of which

is to eliminate bothersome competition from the jobbing field.

One of today's great fights is against the mutual jobber or buying club. These organizations are in some instances the outgrowth of certain abuses on the part of the old-line jobbers. It is a safe assumption that they would never have grown up, if the original distributing machinery had functioned as it was designed to function. Buying clubs, being mutual and non-profit in their conception, can operate for less, and charge less for the goods they handle. It is against these mutuals or co-operatives that the regularly constituted distributors represented by Mr. McLaurin's organization is waging its war.

New channels of distribution, as represented by the co-operative jobber, have grown up within the wholesale trade itself as a result of friction between the jobber and his customers, the retailers. This departure from old lines was not created by the manufacturer, and the manufacturer should not be called upon to put his head into the lion's mouth by antagonizing a large number of his retail distributors through eliminating their privately owned distributing plants. In many cases where short-line jobbers have been eliminated from manufacturers' credit lists it has been found that they have obtained supplies of desired goods through old-line jobbers in neighboring cities or even in their own cities.

If the mutuals are to be eliminated, it will be necessary for full-line jobbers to make their service so good that retailers will naturally prefer to trade with them. In my opinion, the introduction of "orphans" in the shape of long-profit private brands of questionable merit will never convince the retailer that the jobber is overwhelmed with friendly feelings for either nationally advertised merchandise or legitimate retail outlets.

The element of salesmanship is paramount in the increase of private brands, and in this respect the manufacturer is partly to

blame. Originally a reputable manufacturer did not employ salesmen to contact the retail trade. He left that to the jobbing house, which was in reality a selling institution. Later came competition in the leading lines, and new manufacturers sent their own salesmen into the field to cultivate the retail trade. Ostensibly they worked for the local jobbers, placing orders through them only to learn that they were frequently unsold by the jobbers' salesmen and other goods substituted.

PETTY BRIBERY CREATED

Out of this condition grew the "p. m." evil, which consists of a system of petty bribery whereby jobbers' salesmen are induced not to interfere with trade created by manufacturers. While it is frowned upon by many old line wholesalers and forbidden by a few, it is generally approved by the rank and file of distributors by some such process of reasoning as the proprietor of a fine hotel or restaurant follows when he permits his help to filch a living from the pockets of his guests by means of tipping. Jobbers' salesmen are notoriously ill paid, and the p. m. system relieves the jobber of some of his responsibility.

Along with the new day which ushered in the manufacturer's own specialty selling organization came the manufacturer's local warehouse. Previously he had been content to sell periodical bills of goods to his jobbers, who received them, sorted them and distributed them as needed. But with keen competition and the need for rapid turnover, the jobber grew less and less inclined to be a distributing depot for the manufacturers' goods. He demanded the privilege of ordering frequently and in small quantities, frequently withdrawing from warehouse only enough to fill current orders turned in by the manufacturers' salesmen. This placed the manufacturer under the obligation of providing his own warehouse facilities and delivery service.

Thus we see the manufacturer shouldering one after another of

the functions of the jobber, but maintaining his original discount system whereby some jobber reaps a cash benefit from every order taken by the manufacturer's salesmen, delivered by the manufacturer's own trucks and guaranteed by the manufacturer's own credit department, for some jobbers refuse to assume credit responsibility in the case of orders not booked by their own salesmen, despite the fact that they are granting free credit to the same customers.

And against this combination of conditions, as Mr. McLaurin's article points out, the wholesaler feels compelled to protect himself by becoming a manufacturer. It is always dangerous to cry "I am holier than thou," and I doubt that much holiness attaches to either phase of business—manufacturing or distributing. It might be assumed from Mr. McLaurin's comments, however, that proprietors of branded goods are deliberately ruining the business of their good friends, the jobbers, out of pure cussedness. I do not think that such is the case, but that the manufacturers feel, justly or not, that they are not getting the service nor the support they need from their wholesale distributors, and that they must do a good deal of their own selling, if they expect to keep their factories going and their bills paid.

Ward Baking Sales Gain

The sales of the Ward Baking Company, Long Island City, N. Y., for the first six months of this year, totaled \$22,465,600. This compares with sales of \$21,522,200 for the corresponding half of 1925. Sales for the week of July 3 were the largest of any week on record, amounting to \$965,689, a gain of 18.9 per cent over that week last year.

Tim Thrift to Leave American Multigraph

Tim Thrift, for sixteen years advertising manager of the American Multigraph Company, Cleveland, has resigned to become advertising manager of the American Sales Book Company, Ltd., Elmira, N. Y. He will take up his new duties about September 1.

Cotton Industry Completes Plans for Economic Program

Following a movement which has been engaging the attention of the cotton manufacturing industry, plans have been completed for a co-operative organization which will take up an economic study of the industry so as to formulate a program for its progress and development. Fifty per cent of the industry has already pledged its support toward financing this organization which will operate under the name of the Cotton Textile Institute.

Henry F. Lippitt, of the Manville-Jenckes Company, Pawtucket, R. I., has been elected president. Other officers are: Stuart W. Cramer, president of the Cramerton Mills, Inc., Cramerton, N. C., vice-president; Robert Amory, Amory, Browne & Company, vice-president; William F. Garcelon, secretary of the Arkwright Club, Boston, temporary secretary, and Gerrish H. Milliken, Deering, Milliken & Company, New York, treasurer.

In addition a board of directors of fifty-seven members has been organized, representative of every section of the country where cotton goods are manufactured. The agreement to be signed by each member of the association prescribes that the annual assessment for providing funds for the operation of the association shall not exceed two cents per spindle, or its equivalent. The association, according to its articles, is not to indulge in any legislative or political questions but is to confine itself to trade and commercial problems.

C. L. Harrison Retires from Seattle Engraving Company

C. L. Harrison, for many years president and general manager of the Seattle Engraving Company, Seattle, has retired from active management. He is succeeded by his son, Webster R. Harrison. Another son, Clay C. Harrison, continues as secretary-treasurer.

Franklin S. Terry Dead

Franklin S. Terry, vice-president of the General Electric Company, died at Black Mountain, N. C., at the age of sixty-four years. He was one of the founders of the National Electric Light Association and was chairman of the National Lamp Advisory Committee.

E. W. Smith Advanced by General Motors Export

Edgar W. Smith, assistant sales manager of the General Motors Export Company, New York, has been made assistant to vice-president J. D. Mooney.

Erle, Inc., Appoints Irwin Steig

Erle, Inc., New York, has appointed Irwin Steig as sales and advertising manager. He formerly was advertising manager of The C. B. Dolge Company, Westport, Conn.


 Radio
Retailing
A Radio Trade
PublicationA Talking
Machine
MagazineAn Electrical
Trade
PublicationAnother
Talking
Machine
PaperAnother
Radio
Trade
Publication

*Advertising expenditures of radio manufacturers
in leading trade publications, July, 1926 issues*

—more than the next five
put together!

THE test of a product is not what the seller thinks about it, but what the *buyer* thinks about it. So it is with trade publications carrying radio advertising. The men who decide the merits of these magazines are the radio manufacturers who buy advertising.

It is significant that radio manufacturers spent more money for advertising in the July 1926 issue of one magazine—"Radio Retailing"—than in the July issues of the next five radio trade magazines combined.

This is proof conclusive of the statement that "Radio Retailing" is the most effective advertising medium through which to reach retailers and wholesalers of radio sets, accessories and parts.

Advertising supremacy completes the trio of reasons why "Radio Retailing" is the leading trade publication in the radio industry. The other two reasons are (1) complete coverage of all worth-while retailers, wholesalers and manufacturers of radio, and (2) greatest editorial merit and reader interest as proven by the largest number of paid subscribers.

If you have a merchandising or publicity problem in the radio industry, put it up to

Radio Retailing

The Business Magazine of the Radio Industry
—a McGraw-Hill publication

473 Tenth Avenue, New York City

Subscriber's Advertising Report

Mr. *Wm. A. Painter* Title *Consulting*
 Subscriber to *McGraw-Hill* Company *Self*
 City *Detroit*

Reads advertising section

1. No. ☐
 2. Occasionally ☐
 3. Regularly, as source of information on developments and improvements ☒

Suggestions to improve advertising section (new equipment that should be advertised, kind of information desired in advertising, etc.)
Has been a subscriber for over 35 years has clipping and card index

Report of Recent Purchases (Equipment, Materials, or Supplies)
 Indicated by advertising appearing in *McGraw-Hill*

Name of Purchaser *Wm. A. Painter*
 Address *Detroit*
 Representative reporting *Self*

Equipment, materials and supplies purchased
 Manufacturer's Name *McGraw-Hill*
 Product *McGraw-Hill*
 Quantity *Self*



SELL INDUSTRY through its own publications

Here's proof that industry's executives depend upon McGraw-Hill Publications for information on the development of their respective industries, and that they use the advertising pages as a buying guide.

Thousands of subscribers were interviewed by McGraw-Hill field men, and cards like those illustrated were filled out for each interview. The results were amazing. Over 90 per cent were close readers of the advertising pages and their purchases from McGraw-Hill advertisers offered conclusive proof of the fertility of McGraw-Hill influence.

The McGraw-Hill Publications are vital factors in the industries they serve. Their prompt receipt is of such importance to subscribers that

changes in mail addresses are invariably given. Fifty thousand changes a year—new homes, office removals and assignments to other localities—are promptly recorded in the McGraw-Hill mailing department. The fact that out of every 7800 McGraw-Hill Publications mailed, only one fails to reach the subscriber because of incorrect address indicates how particular subscribers are to receive their publications promptly.

The proper use of these entrees to the buyers of industry is one of the McGraw-Hill Four Principles of Industrial Marketing. If you are interested in applying these principles in your selling to industry, we will be glad to arrange a consultation with you or your advertising agent. No obligations are entailed.

MARK
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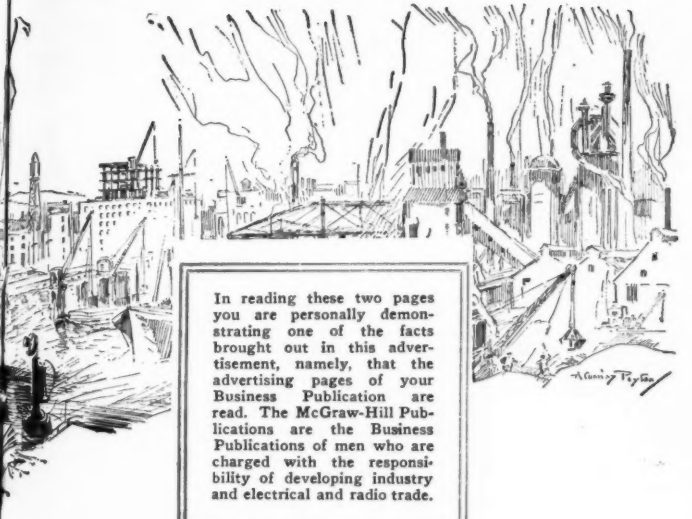
MORRIS WHITE

Mc

CONSTRUCT
ENGIN
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ELECTRICAL W
ELIC

AMERICAN MA
CHEMICAL &



In reading these two pages you are personally demonstrating one of the facts brought out in this advertisement, namely, that the advertising pages of your Business Publication are read. The McGraw-Hill Publications are the Business Publications of men who are charged with the responsibility of developing industry and electrical and radio trade.

The McGraw-Hill Four Principles of Industrial Marketing

MARKET DETERMINATION

—An analysis of markets or related buying groups to determine the potential of each. With a dependable appraisal of each market, selling effort can be directed according to each market's importance.

BUYING HABITS—A study of the selected market groups to determine which men in each industry are the controlling buying factors and what policies regulate their buying. Definite knowledge eliminates costly waste in sales effort.

CHANNELS OF APPROACH—

The authoritative publications through which industries keep in touch with developments are the logical channels through which to approach the buyer. In a balanced program of sales promotion these publications should be used effectively and their use supplemented by a manufacturer's own literature and exhibits.

APPEALS THAT INFLUENCE

—Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs.

McGraw-Hill Publishing Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London

McGraw-Hill Publications

45,000 Advertising Pages used Annually by 3,000 manufacturers to help industry buy more effectively.

CONSTRUCTION & CIVIL ENGINEERING
ENGINEERING NEWS-RECORD
SUCCESSFUL METHODS

ELECTRICAL
ELECTRICAL WORLD JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING

INDUSTRIAL
AMERICAN MACHINIST INDUSTRIAL ENGINEER
CHEMICAL & METALLURGICAL ENGINEERING
POWER

MINING
ENGINEERING & MINING JOURNAL
COAL AGE

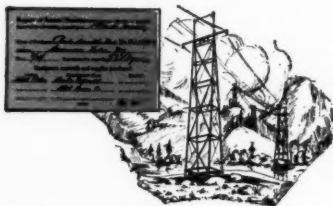
TRANSPORTATION
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

OVERSEAS
INGENIERIA INTERNACIONAL
AMERICAN MACHINIST
(SUNSHINE EDITION)

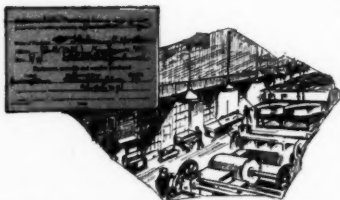
RADIO
RADIO RETAILING
CATALOGS & DIRECTORIES
ELECTRICAL TRADE CATALOG
ELECTRICAL ENGINEERING CATALOG
RADIO TRADE CATALOG
KEYSTONE CATALOG KEYSTONE CATALOG
(COAL EDITION) (METAL-QUARRY EDITION)
COAL CATALOG CENTRAL STATION DIRECTORY
ELECTRIC RAILWAY DIRECTORY
COAL FIELD DIRECTORY
ANALYSIS OF METALLIC AND NON-METALLIC
MINING, QUARRYING AND CEMENT INDUSTRIES

Selling the Electrical Industry Through Its Own

THE Electrical Industry is growing rapidly in buying power. It has many branches and groups with widely varying functions. While this condition may seem to complicate the manufacturer's sales problem, he will find a logical channel of approach to any group of buyers in the electrical industry through one of the McGraw-Hill Electrical Publications.



This report shows that the Paul Smith's Electric Light, Power & Railroad Company, Saranac Lake, N. Y., the Company serving the summer White House region, bought steel poles as a result of an "Electrical World" advertisement.



Lighting equipment was bought by the Thilmany Pulp and Paper Company of Kaukauna, Wis., as a result of an advertisement in "Industrial Engineer."

IF your problem is that of reaching the responsible men in electric light and power companies, electrical manufacturing companies, consulting engineers, or large electrical contractors, your advertising approach is through Electrical World, 19,000 of these men read Electrical World each week including the advertising pages. All of them, as in the example shown, are influenced in their buying by the advertising pages.

MANY manufacturers must find and sell those men in industry who are responsible for the selection, operation and maintenance of electrical and associated mechanical equipment. Twelve thousand of these men in the industrial plants of the country are readers of "Industrial Engineer." These are men like the chief electrician of the Thilmany Pulp and Paper Co., Kaukauna, Wis., who buy equipment as a result of studying the advertising section of "Industrial Engineer."

PERHAPS your prospects are in the merchandising division of the electrical industry—the electrical retailers, wholesalers, contractors and appliance sales managers of electric light companies that sell electrical appliances and wiring supplies to the home. There are 15,000 of these buyers like the Welch

The McGraw-Hill Electrical

World—Electrical Merchandising—Journal of Electrical

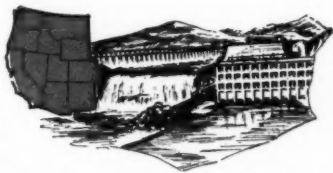
Electrical Industry Its Own Publications

Electrical Shop of Welch, West Virginia, who read "Electrical Merchandising." Their purchases of lighting equipment, appliances and wiring supplies are directly traceable to manufacturers' publicity in "Electrical Merchandising."



The Welch Electrical Shop in Welch, West Virginia, reports purchases of appliances and lighting equipment through advertisements in "Electrical Merchandising."

AFTER analyzing the potential value of the geographical sections of the country, manufacturers selling to the electrical industry, usually find one of their most fertile markets to be the Empire of the West. They find these eleven western states a market upon which specialized sales effort is desirable. The channel of approach to the electrical West which manufacturers find most useful is the "Journal of Electricity." This publication has the confidence of every group in the western electrical industry—electric light companies, retailers, wholesalers, contractors, and electrical men in industrial establishments. The advertising pages of the "Journal of Electricity" serve as a buying guide to the electrical West.



The electrical industry of the eleven Western states uses its "neighborhood magazine," "Journal of Electricity," as a buying guide.

PERHAPS your sales problem lies within the radio field—so closely related to the electrical industry. "Radio Retailing" offers you a reader audience of 30,000—comprising all worth-while radio manufacturers, jobbers, and dealers. "Radio Retailing" is the only radio trade publication to apply for A.B.C. membership.

Let us show you how the application of the McGraw-Hill Four Principles of Industrial Marketing will help you sell in the electrical industry.

McGraw-Hill Publishing Company, Inc.

New York Chicago Philadelphia Cleveland St. Louis San Francisco London

Electrical Publications

of Electricity—Industrial Engineer—Radio Retailing

How a Retailer Makes Newspaper Tie-ups with Manufacturers

This Store Follows a Policy Which Is Somewhat Different from the Usual Run

By Mrs. Margaret Evans

Advertising Manager, Sanger Bros., Dallas, Texas

WHEN I see a bunch of small local advertisements grouped around a national advertiser's display in a newspaper it reminds me of a brood of chicks following a mother hen—every little chick identically like every other one and each of them cheeping, "I sell it, too." Following along with the crowd is a poor way to get results in advertising. In advertising, as I see it, the more distinctly different one can make his copy and his methods the more likely is his display to attract attention and get results.

We do not run our tie-up on the same page with the national display to which we desire to direct the reader's attention. In all instances, we put our reference to the advertised goods on another page and more often than not we insert it in the body of our regular store display for the day.

In addition, we use judgment as to what we will tie up with. We tie up only with those lines on which we are perfectly sold, both as to the quality of the merchandise and the dignity and effectiveness of the advertising methods. Even then, we tie up with national advertisements appearing locally only when we have the merchandise advertised and plenty of it. We do not care to damage the reputation of the store by advertising for sale something we haven't got, or of which we have so little of that it is quickly exhausted. Four consecutive references to the nationally advertised goods are about as many as we ever make, and more often we content ourselves with two or three.

To discuss specific campaigns, we tied up with Armstrong's linoleum in our usual way some time ago when their displays ap-

peared in local newspapers and we got splendid results. In that instance, we did not go outside the space or position we had contracted for to make the tie-up.

Again keeping our advertisement at the position we have contracted for, we tied up with Kayser silk gloves and underwear when this national advertiser last appeared in Dallas dailies, and the usual good results followed. In this instance, we picked out four of the Kayser illustrations, had the mats cut from their layout, and used them in our regular store display. I do not have the percentage figures at hand on this, but I do know that three of the four styles we featured were sold out quickly.

In our tie-up with Wear-Ever aluminum we stayed inside our regular space instead of running a smaller advertisement on the same page as the national advertiser, and we got big returns. Three times we have tied up with their roaster campaign by this method and three times we tied up with their preserver campaign. Six instances should be sufficient to furnish a very good check on the effectiveness of our plan. In some of these instances we used illustrations reduced from the Wear-Ever layout. This principle of similarity of illustrations is one in which we agree with the bulk of advertising managers.

In another case, we tied up with advertising for the Dorothy Gray toilet preparations—using merely a modest reference within our regular store advertisement—and got gratifying results.

The Jordan Motor Car Company, Cleveland, reports a net profit for the second quarter of 1926, of \$125,382. This compares with \$146,381 for the same quarter in 1925.

TWO LETTERS

—you'll be interested in them

ON the day this was written, two letters of a somewhat unusual nature were received.

One of these communications is a plea for help. It is written by a man in an advertising agency to a friend in our service department. Confronted with his first task of preparing color advertising in national magazines he asks some simple questions.

"Who are the best artists for color work of this nature?" he inquires. "What engravers would you entrust this work to?" "How much would you pay for such a painting?"

Our answer, giving the needed information, is now in the mails. Yet his letter has given us a question of our own to consider. The problems that perplex him—and we do not say this boastfully—are not problems to us. His client, nevertheless, is evidently quite willing to sit patiently by while his agency, through laborious trial and error, finds out about the things that are our stock in trade.

The second letter was not addressed to

us. It was written by a competitor to one of our oldest and most successful clients. He solicits the business on the grounds that his size—or lack of size—will afford our client daily opportunity for contact with the head of his agency.

We doubt the wisdom of such an argument. When Mr. A or Mr. B asks for a fourth account on the grounds that he has only three today, he takes little stock of tomorrow. He cannot honestly promise the same thing to accounts numbers five, six and seven.

If advertising follows the laws of business growth evident in any other line of commercial endeavor, merit brings success. Success and growth are inseparable. Growth implies an organization to handle volume adequately. And, further, it insures adequate financing for the research and experimentation vital to the permanent success of a profession where there is much still to be reduced to scientific formula.

While growing we have sat on the other side of both these letters. The things we have found out can be put to work tomorrow for your profit.

GEORGE BATTEN COMPANY, INC.

Advertising

NEW YORK
383 Madison Avenue
BOSTON
10 State Street
CHICAGO
McCormick Building



GEORGE BATTEN COMPANY, INC. ✧ NEW YORK ✧ CHICAGO ✧ BOSTON

The Cost of Habit-Forming Advertising

THE RALPH H. JONES COMPANY
CINCINNATI, OHIO

Editor of PRINTERS' INK:

Have you any information on the cost of breaking or forming a consuming habit? For instance, an article on Pepsodent in PRINTERS' INK some time ago made the statement that it took \$20 to \$25 of advertising to make one toothbrush convert.

For the particular product we have in mind, we are of the opinion that the copy should appeal to users rather than try to create users. Of course, we would like to have whatever you may have on both sides of the question. We appreciate that this is the type of information which is difficult to get, nevertheless, we are writing you hopefully.

THE RALPH H. JONES COMPANY

F. HOPKINSON-SMITH once met a discouraged salesman who complained to the novelist that he had not been able to make a sale in three days. "What is your line?" asked the writer. "Men's clothing," said the salesman. "Don't be discouraged," said the author, "I haven't made a sale in three years."

"What's your line?"

"Lighthouses," said the author.

The story illustrates the difficulty of answering so general a question as that contained in the above letter. The cost of forming a habit by advertising, like the cost of making a sale, varies with the product, all the way from toothbrushes to suspension bridges. It will cost more to sell the habits of using electric washing machines, oil-heating for the home and electric ice boxes than the habit of using powder for a girl's nose. The higher the cost of the investment in the article, the more carefully is its purchase considered. When the Pepsodent Company tried out its then new product, it submitted its formula and its plan to consumers in five cities. Only one druggist was stocked in each city, the story of the new product was told in big newspaper space with a coupon, good at the drug store for a ten-day tube. This method allowed the company to discover what it cost to start consumers. The carefully kept

records also proved to the company's satisfaction that it would not pay to seek converts to the toothbrush. It would cost, the investigation indicated, from \$20 to \$25 to establish the toothbrush habit.

In a long line of industries whose experiences have been recorded in PRINTERS' INK, ranging from honey to machinery, it has been found profitable to sell more goods to present customers, to add an off-season item in the same line of business, to increase unit sales, go after orders for future delivery and in general to proceed along lines of least resistance before attempting to create new users.

NEW BUSINESS FROM OLD CUSTOMERS LESS COSTLY

To take a specific case, consider the experience of the Barrett-Cravens Company selling lift trucks and handling equipment to many industries. The company has used four mailing lists ranging in size from 15,000 to 50,000 names. A mailing to one list of prospects rated at \$125,000 or better by the credit agencies, produced \$4,000 in orders at a sales cost of 15½ per cent.

A longer but less selective list brought back business at a cost of 23 per cent.

But a list prepared by the company from present users of its equipment proved out best of all. Seventeen thousand letters at a cost of \$770 were sent to this list. They produced \$7,000 in orders, a selling cost of 11 per cent.

To jump from machinery to lumber, the Curtis Companies of Clinton, Iowa, worked out a plan which solved a problem and proved the same general point. With its retail lumber agents casting anxious and longing eyes on the territory next door, the company pointed out to them that while they must continue to work within sharply defined territorial limits, there was no limit on how much each agent could get from the customer he then had. The company showed the agent many methods of increasing the busi-

ness from his present customer instead of putting a disproportionate amount of effort in going after new ones in another agent's territory.

A Chicago clothier discovered by investigation that it cost him far less money in proportion to build up the sales of one of his old dealers than to go out and get a new one. Dealers when the plan of cultivating old customers before they go after the new, is explained to them, almost always seem willing to play ball.

The Republic Motor Truck Company attached a certificate to each one of its trucks. It cost the dealer \$5, included in the price of the truck and required that he do a certain amount of investigation among the buyers of each truck to find out how it was used, what the equipment requirements of the purchasers would be, and much additional information from purchasers. More than 95 per cent of these certificates were filled out and returned by dealers to their benefit and the company's. While no general rule can be laid down, the plan of cultivating old customers first and increasing their purchases is based upon sound common sense. There is a great human tendency for a man or a company to want more territory and more prospects than is sound. There is a strong likelihood of too much effort being spent to get too many new customers at too high a price per new customer, long before the logical possibilities of old customers have been exhausted. It is as natural for a sales manager to want to widen quickly the distribution of the merchandise he has to sell as it is for a salesman to look with envious eyes at the other man's territory. A good place to start any campaign of sales promotion is with the people who are already customers or who have already been sold on the thought behind the merchandise.

Copy designed to appeal to users rather than copy designed only to create new users, seems more logical.—[Ed. PRINTERS' INK.]

Become Directors of Consolidated Publishers, Inc.

Last week it was announced that Paul Block, together with his associates, had organized the Consolidated Publishers, Inc., which would hold full stock ownership in the publishers' representative business of Paul Block, Inc., and in Mr. Block's newspapers. In addition to the previous information, Mr. Block informs PRINTERS' INK that M. F. Hanson will be vice-president of the new company and that the board of directors will include:

Herman G. Halsted, Charles J. Boyle, Arthur Thurnau, Florence Cottrell, John Hertel, Stillman H. Bingham, William F. Henry, Harry Auth, Daniel Nicoll, Oliver J. Keller, Nigel Cholmeley-Jones, C. A. Regan, Gilbert Falk and Max Block.

A. H. Belo Corporation Receives Charter

The A. H. Belo Corporation of Dallas, organized, as previously reported, for the purpose of taking over the business of A. H. Belo & Company, publishers of the *Dallas Morning News*, *Dallas Journal*, and *Semi-Weekly Farm News*, has been granted its charter of incorporation. The incorporators are: George B. Dealey, W. A. Dealey, E. M. Dealey, John F. Lubben, Tom Finty Jr., and E. B. Doran, all of Dallas, and Ennis Cargill of Houston.

George B. Dealey, who has been associated with the Belo interests for more than fifty-two years, is president of the new company, of which he is the majority stock holder.

"Sports Afield" Adds to Staff

Sports Afield, Chicago, has added to its staff J. C. Godfrey, Jr., as business manager. It has also appointed the following advertising representatives: A. T. Sears and Son, Chicago, Western representatives; R. L. Hunter, New York, Eastern representative; K. K. Alberts, Minneapolis, Minnesota representative and W. H. Grubbs, Los Angeles, Pacific Coast representative. The page size of the publication is to be increased to 8 inches by 11 inches.

B. S. Trynin Joins Newmark Agency

Ben S. Trynin has joined J. H. Newmark, Inc., New York advertising agency. He was formerly with Lord & Thomas and the Sun-Maid Raisin Growers. More recently he has been with the Greenleaf Company, Boston.

I. Miller & Sons Appoint Advertising Manager

I. Miller & Sons, Inc., Long Island City, N. Y., women's shoes, has appointed Milton M. Silberman as advertising manager. Mr. Silberman was formerly with *The National Retail Clothier*, New York.



What Price Power Drive?

The *right* drive is the least expensive. A nation-wide survey—typical industrial installations—engineering experiences will be the contribution of the editors of *Industrial Engineer* in a special Power Drive issue for October.

Join up through the advertising pages. Add your weight to the movement for better transmission.

Industrial plants use 23,552,665 H.P. through 1,936,114 motors divided as follows:

Belts — 990,312

Chains—101,181

Direct—835,699

Advertising forms close September 20, 1926. This issue will have *extra* circulation.

INDUSTRIAL ENGINEER

A McGraw-Hill Publication

Tenth Avenue at 36th Street, New York, N. Y.

A.B.C.

A.B.P.



Meaning of Purchasing Power

THE Department of Agriculture puts the purchasing power of the farmer's dollar at 87 cents as measured in terms of non-agricultural commodities. But that is averaging all farm products. A distinction should be made between "the purchasing power of the farmer's dollar or product" and "the purchasing power of the farmer".

¶ From a business point of view the *average* purchasing power of farmers has no particular significance. Those who want farm trade are interested rather in *the purchasing power of those engaged in different kinds of farming*. Successful

Corn Belt

OF THE LIVE STOCK INDUSTRY



development of farm trade is based on an analysis of farm returns which shows upon what classes of producers and in what sections of the country sales effort should be concentrated.

¶ For example, during the month of June live stock farmers shipped 1,265,061 hogs to the Chicago, Kansas City, Omaha and St. Louis markets for which they received about \$40,000,000—and June is one of the light summer months in hog marketing. That huge profits are being made in pork production is indicated by the fact that hogs have been returning for the corn fed to them about twice the price of corn sold on the market. Cattle and sheep added millions more to the pocketbook of the live stock farmer during June.

¶ The live stock farmers of the Corn Belt, the men producing a variety of crops and feeding not only their own products, but in some measure the products of others, to cattle, hogs and sheep, have a purchasing power enormously greater than that of those who depend upon selling their grains at the elevator.

Daily Drivers Journal, Chicago
Daily Journal-Stockman, Omaha
Daily Drivers Telegram, Kansas City
Daily Live Stock Reporter, St. Louis

Combined Circulation—More than 100,000 Guaranteed
Subscription Price—Each publication \$5.00 per year
Combination Advertising Rate—35 cents per line flat
Unit Service—One Order, One Plate, One Bill

General Advertising Office:

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago W. E. HUTCHINSON, Adv. Mgr.
 Eastern Office: Paul W. and Guy F. Minnick
 35 W. 42nd St., New York



Farm Dailies

REG. U.S. PAT. OFF.

SEPTEMBER

opens the fall mail order season. We believe this fall is going to be bigger and better than ever. The wise mail order advertiser invariably starts with September—and especially in *The Household Journal*.

BECAUSE

it is almost impossible to go wrong at only \$2.75 the line—\$1,550.00 the page for 700,000 circulation. And it's real mail order circulation, too. Secured in a mail order way and paid-in-advance. The inquiring and buying kind.

THE HOUSEHOLD JOURNAL

has led the entire field of mail order publications for more than three years in volume of advertising carried.

You can still catch our big September issue, if you hurry. Last forms close in Batavia, August 5th. Will you join us?

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.* - Batavia, Illinois

Chicago Office
Rhodes & Leisenring, *Managers*
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office
A. H. Greener, *Manager*
116 West 39th St.
Room 825

Credit Letters That Reduce Bad Debts 18 Per Cent

The Delicate Problem of Handling Customers Who Have Lots of Money, but Not the Will to Pay

IN the first place, this is a description of a series of credit letters used by an English firm. However, if England seems a bit remote on this fine midsummer morning it is well to remember that the English business man, at this time particularly, has serious credit problems and that the letters he uses to iron out these problems should be of more than passing interest to the American business man whose collections are slow.

In the second place, this English firm is in a retail business. Now retailing may not be your function but a glance at the letters will show that they strike a lot deeper than the mere solution of a single problem in retailing. They strike deeper because they deal with one of the most delicate problems that faces the retailer, a problem that faces almost every retailer almost every day and is not too remote from the field of the manufacturer who sells through retailers.

The firm is Fortnum & Mason, London grocers. The store is located in the fashionable West End of London which is the apex of a society of which our own East Sides are the nadir. Therefore the class of trade is what is known as "quality trade," a term the English discarded several centuries ago but which we are just beginning to use.

Now anyone who has dealt extensively with the very rich knows that while these same very rich have plenty of money to spend they are often notoriously reluctant to spend it in the settlement of bills. They are not dead beats. They have the money—so much of it, in fact, that they sometimes fail to realize the importance of comparatively small sums to the tradesmen with whom they do business. Ten or twenty pounds—or fifty or a hundred dollars—means so little in their lives that they quite fail to grasp the point

that it may mean a lot in the life of a retailer, particularly if that retailer carries on his books a number of accounts that run above the twenty-pound mark.

Of course such a class of trade is eminently desirable. Therefore it is offered unlimited credit, and usually pays its bills with reasonable promptness. However, it is made up of enough of those who don't pay promptly to present a problem.

ORDINARY LETTERS RESENTED

Naturally the ordinary "dunning" collection methods are resented by this class of trade. These people pay, sooner or later; "later" sometimes meaning two years later. They overlook the fact that the interest on ten pounds for two years is no small sum, particularly when multiplied by a number of some size, this number representing the number of ten-pounds owing and still outstanding. They overlook this fact and hate terribly to have it called to their attention in the ordinary way. In fact a too obvious "dun" so offends them that they do not hesitate to remove their trade elsewhere.

Therefore the problem is to reach this class of trade with a series of letters that will not offend the sensibilities of the most sensitive and yet at the same time will present the situation in a clear light. In reading the letters you will note that the first of the series is fairly urbane in tone. It is not until the series progresses that urbanity gives way to firmness—at just the moment when firmness is needed.

An official of the company who helped prepare the letters says, "The purpose behind them is clear—to use the words a better class Englishman would speak to a friend, yet to be firm and insistent. An important point is that a copy

of the original account is always attached to the letter so there will be no delay while details are discussed. The letters are always neatly blocked in the centre of the page and great care was used to achieve well balanced display."

Now that you understand the situation, the letters are offered, in their order of sending, with no further comment beyond the fact that the series has helped reduce bad debts by 18 per cent.

We feel sure it will be your wish that we remind you that the enclosed account for £..... is still unpaid. It will save our hard worked clerical staff much work and trouble if you will settle it.

Looking forward alike to your cheque and your further commands, we are,
Your obedient Servants.

We are as surprised as we feel sure you will be to find this account for £..... is still unsettled. We are waiting to put our books in order upon receipt of your cheque which we are sure you will send by return when you realize how much trouble an outstanding account like this occasions us.

Trusting, also, that you will send us your further commands, we are,
Your obedient Servants.

We have already asked you several times to settle this account for £..... We do our best to serve our customers well, so please do your part by paying our bill by return of post. Such delays as this cause us infinite trouble and appreciable loss—which we are sure is not your wish. We are,
Your obedient Servants.

We have written to you about your outstanding account for £..... again and again. Please settle with us at once, as the fact that we have to make our living will force us to push this matter through other channels—the utmost limit of our credit having been reached.

Please do the right thing by return of post. We are,
Your obedient Servants.

As we told you in our last letter, the stern realities of business force us to ask for your settlement of this account for £..... by return of post. We repeat our request because we are so reluctant to take other steps. Remember, we have to pay our bills on the nail. We are,
Your obedient Servants.

It is with great regret that we have to inform you that unless our account for £..... is settled by..... next, our Solicitors will be instructed to take the matter up. We are ready to believe this is all due to an oversight on your part, but we can wait no longer. We are,
Your obedient Servants.

Paint Sales and Advertising Managers to Meet in Chicago

The annual conferences of the paint and varnish advertising and sales managers of the Save-the-Surface Campaign, will be held at Chicago during 1927. The following have been appointed members of the executive committee of the Sales Managers' Council for the coming year: E. K. Collingwood, trade sales manager, Standard Plate Glass Company; H. S. Bickford, sales manager, Standard Varnish Company, Chicago and Beverly F. Hall, sales manager, Louisville Varnish Company, Chicago.

To Advertise New Gas Register

The Gasoline Register Company, Chicago, manufacturer of the Measur-check gasoline recorder, a newly-patented device that punches a ticket for each gasoline sale and shows the amount of fuel delivered in the motorist's car, has placed its advertising account with Irvin F. Paschall, Inc., Chicago advertising counsel. Direct mail and trade papers will be used for the present.

Bruce Daniels Joins Young & McCallister

Bruce Daniels, until recently Los Angeles manager of Jas. Houlihan, Inc., advertising agency, has joined the staff of Young & McCallister, Inc., direct-mail advertising, also of Los Angeles. He was at one time advertising manager and assistant sales manager of the Stutz Motor Car Company of America and advertising manager of the Prest-O-Lite Company.

Five-and-Ten-Cent Chain-Store Group for Germany

A group of German retailers, known as the Grosshandels-gesellschaft of Leipzig, has organized to operate a system of five-and-ten-cent stores throughout Central Germany. The stores which will have fronts of uniform design, will sell notions, dry goods, toys, toilet articles, etc. The first two links in the chain are to be located in Bremen.

Sales of Life Savers Increase

Life Savers, Inc., Port Chester, N. Y., confections, reports sales of \$2,506,732 for the half-year ended June 30, 1926. This is a gain of 17 per cent over sales for the same period in 1925. Profit for the first half of this year amounted to \$801,819.

H. E. Hyde Starts Own Business

Harry E. Hyde, formerly advertising manager of the Hubbard Publications, has started his own business as a publishers' representative at Philadelphia.

18

During the past six months Scribner's Magazine has introduced 18 new Writers who have something definite to say but have hitherto been unheard

"Weather Reports" Read Well. Scribner's Produces Orders.

A great newspaper performs a public service



This is the cartoon to which the I. R. T. attorney objected.

THE New York Evening Graphic published this cartoon by Charles Macauley, on Wednesday, July 7th.

A few days thereafter, James L. Quackenbush, the I. R. T. attorney, threatened to prosecute the Graphic, (mentioning the cartoon in particular) and any other newspaper which attempted to further the strike or publish cartoons or facts leading the public to believe the subways were unsafe.

"I hope he does start criminal

action," said Emile Gauvreau, managing editor of the Graphic. "We believe there is danger in unskilled operation, and we believe it is our duty to warn people of that danger. We would welcome a test case."

It seems to us that, in the circumstances, this was public service. A newspaper certainly is negligent in its duty to its readers if it does not warn against dangers.—Editor & Publisher.

STRIKES, like war, are costly and useless. Without taking sides

now in this particular strike of the motormen and switchmen of the

Interborough, we see the enormous cost and the futility of the strike's continuance. Let the strikers figure their total loss in wages during the strike. Let the management figure the enormous cost of paying strike-breakers; the cost of transportation of bringing these hundreds of men to the city of New York; the cost of housing and feeding; the enormous

cost of guarding. Add the loss of the strikers and the enormous cost to the management, and it will be seen how easy it is to split the difference and adjust this strike.

And above all things, there is the great danger of the possible loss of life which cannot be figured in dollars and cents.—Editorial in the July 7th issue of the New York Evening Graphic.

THE first duty of a newspaper is fearlessly to further the interests of its readers. Only in the proportion to which a newspaper fulfills this purpose will

it gain public confidence—and a newspaper that enjoys the confidence of its public offers advertisers that certainty of reader interest which makes advertising pay.

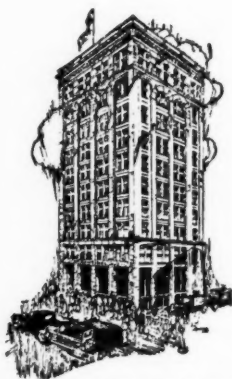
NEW YORK EVENING GRAPHIC

Harry A. Ahern, *Advertising Mgr.*
25 City Hall Place, New York

Charles H. Shattuck, *Western Mgr.*
168 N. Michigan Ave., Chicago

Wisconsin's Largest Morning & Sunday Circulation

DOMINATING
Seven Mornings Every Week
in WISCONSIN



The Sentinel Home Exclusively

MILWAUKEE'S only three cent daily provides national advertisers with the greatest opportunity for market expansion during the uninterrupted morning reading hours.

The Sentinel, Milwaukee's only morning newspaper, serves the best buying element of the great Wisconsin market.

The Greater
MILWAUKEE SENTINEL

Daily and Sunday

How U. S. Gypsum Keeps Waste Out of Direct Advertising

Men and Management Must Temper Desire for Coverage with Economy in Spreading the Direct-Mail Blanket

By Dana Hubbard

EACH working day of the year the United States Gypsum Company sends out on an average 27,000 pieces of direct advertising, exclusive of routine sales letters and follow-ups. They go to building material dealers, lumber yards, carpenters, contractors, plasterers, architects and others in the building industry. In general their aim may be stated as simply to sell more U. S. G. products.

They do this in two important ways. First, by repeating the essential sales arguments underlying the company's national and business paper advertising they help realize greater value from the investment in this larger expenditure. Secondly, the direct advertising, concerned as it is mainly with telling why and how to use U. S. G. products, spreads specific information among those elements in the building industry who determine what is to be bought.

For example, the favorable impression created by an advertisement in a national publication may start some sales momentum in the mind of an individual about to build. Yet that favorable impression dies aborning if an architect withholds his approval, if a contractor recommends a competing product or if a workman's preference lies in some other direction. U. S. Gypsum uses national advertising to produce the favorable impression on the man who is going to build. It lays a heavy blanket of direct advertising to warm that impression and incubate it into ringing the dealer's cash register.

"We are willing to spend any amount of money in direct advertising," says C. O. Powell, advertising manager of the company, "so long as it is used. We are anxious to do anything within reasonable limits to inform the

professions, trades and that part of the public that is going to build definitely as to what our materials will do in fireproofing and insulating and how they are best used. But we cannot afford to waste time or money. Ours is a field of selling that must be covered thoroughly but it is so big nationally that the careless distribution of advertising materials can easily run into large amounts of money. Thorough coverage, however, is not an acute problem. We can get adequate circulation for our national advertising without much trouble. It is waste of direct advertising that we must watch.

"Excepting our several house organs, practically all of our direct advertising is distributed through our sales force of about 300 men. They are the neck of the bottle. Get them to see advertising waste in its true light of futile effort and extravagance and you have gone most of the way in solving the problem. Accordingly, we stress the proper use of our advertising pieces when they get their sales training. Then we maintain a careful check on them when they are out in their territories and try to analyze from our sales records at headquarters their requisitions for advertising materials."

HAS FIVE HOUSE ORGANS

Right up in the front ranks of the U. S. Gypsum Company's direct advertising comes the house organ. A house organ? U. S. G. has a family of them, five in fact. The oldest and smallest in circulation goes to the company's salesmen, the managers and foremen in its plants. It is more than six years old now. At the time it was started, six months was the somewhat generally estimated limit of

its span of life. The company brought it out at about the time it began national advertising, its purpose then being to explain advertising to the salesman and if possible sell him on it. Since then it has broadened out. More than any other single factor it sold the sales quota idea to the force and each month the most eagerly looked for section is the quota standing of the men. About half of each month's issue is educational. The other half is made up of stories of how especially difficult sales have been made and company news.

The dealer house organ goes to practically all the well-rated lumber yards and building materials dealers in the country and their salesmen. It has a circulation of 30,000. It is half unselfish merchandising articles and half a U. S. G. promotion organ. In it the company endeavors to put its ideas across whenever it is possible by means of pictures. There is at least one on every page. National advertising is reproduced in the dealer's house organ, doing away with the necessity and expense of sending out proofs. Many subjects treated in the dealers' publication are of interest to the plasterer and consequently appear in his publication which goes to about 31,000 members of this trade. The carpenters' house organ concerns itself largely with better methods of getting work done and practical short cuts in addition to news and information about U. S. G. products that carpenters use.

The architects' house organ stands off distinctly from the others. It is the aristocrat of the family. More attention is naturally given here to maintaining a professional atmosphere and fineness of appearance. For the most part the contents concern various period wall finishes both for interiors and exteriors. There is some mention made of the company's various materials but they are never baldly stressed. The house organ has won a definite place for itself among architects and draftsmen purely on its editorial quality. It goes to about

11,000 of them, and they like it.

Besides its house organs, the U. S. Gypsum Company averages about 27,000 pieces of other direct advertising a day. These are folders, envelope stuffers, booklets, catalogues, broadsides, dealer signs, racks to hold advertising materials in dealers' offices, broadsides occasionally and cloth caps for plasterers. There is also a design book made up from plans submitted in a prize contest that sells for a dollar and replies to coupon inquiries resulting from national advertising. This year the company is giving a total of \$75 worth of direct advertising to each dealer who will actually use it to build sales.

COPY IS RESULT OF RESEARCH AND TESTS

In one sense, the advertising department of the company does not prepare the material for these many pieces. Tests and investigations by engineers really produce the copy. Tests are responsible for the pictures used. "The two essential points that we seek to drive home," says Mr. Powell, "are what Sheetrock, Gyp-lap, Textone and our other products will do and how to use them. There is little need for aptly turned phrases. Answer the questions 'Why?' and 'How?' and you dig deep into the thought of the groups whose co-operation we are most interested in winning. Our direct advertising is written in the plant, in the testing laboratory and on the job. Try to write it outside of our engineering organization and you get diction that entertains without convincing. In other words, effort that produces few sales, waste.

"As I have already mentioned our house organs are mailed. All of our direct advertising is distributed by our salesmen. Of course if a dealer writes asking for a supply of booklets or folders we send them to him, if the request appears reasonable. The matter of keeping our mailing lists healthy naturally requires some attention. Each salesman can and does look after the dealer mailing

list covering his territory. New names and changes in old ones must come to us from him. Twice a year we send him the full list of his dealers for a thorough inspection. We have been checking the lists against the calls that he reports in the meantime, but it is well worth having him go through the entire list twice a year for corrections. We guarantee return postage on all our house organs. The returns due to non-delivery are small, especially on the dealer publication. In June, for example, 2,022 copies of the company's house organs were returned by the Post Office. That is .013 per cent of those mailed.

"Cutting out the waste on the house organs going to carpenters and plasterers isn't quite so easy. The salesman must help us here again, for without his help we have totally wasted effort in the home office. Besides calling on dealers to make direct sales he is constantly interviewing contractors and their men to influence them in our behalf. He reports on this missionary work, and we at headquarters must check his calls against our mailing lists regularly. The architect presents no unusual difficulty. Our specialty men are in touch with him frequently. The largest waste is where you are trying to cover a group like the carpenters, large in numbers and more or less prone to change address. A carpenter will use four or five of our materials. We must keep him informed about all of them, a task which challenges never-ending vigilance.

"Our salesmen come as close to being a hand-picked group as any I know of. They are almost always college men and often engineers. They go through a school before they really go to work for the company, and then before they are turned loose on a territory they act as sales correspondents. While they are in school we familiarize them with everything that the advertising department does. They are taught what we are aiming at and the methods we are using. Then, when they get into the sales correspon-

dence work, they learn about markets and market conditions in our various territories from the study of and constant reference to our data on every dealer who buys anything from us. Here it is that a company counting on its salesman for the distribution of advertising material has its glowing opportunity to economize. If the men are chosen right and if they are instructed properly, the danger of waste is checked right at the start. It has no chance to get under way. The salesman ought to know the nature and uses of the various types of advertising just as thoroughly as he knows the nature and uses of the products he expects to sell. That is the mark at which we aim.

SALESMEN CARRY MATERIAL

"Nearly all of our salesmen travel in cars. They carry a fair-size supply of direct advertising material with them for use as needed. If a dealer has put up one of our metal wall racks for keeping folders and booklets in a neat and businesslike condition, the salesman looks it over, straightens it up and refills the pockets that have run low. We will not send materials to the dealer except on his or the salesman's specific request, and we check every one of those requests against our dealer and market data. For example, if a salesman writes asking that we send 200 copies of a plasterer's booklet to a dealer in a town of 2,500, we blue pencil the requisition. Something is wrong. No town of 2,500 numbers 200 plasterers among its population. The trade is not that gregarious. The salesman from his first-hand knowledge should analyze the dealer's real needs. If he does not, we have enough data in our sales records at headquarters to prevent any serious waste."

Coverage of the architect demands finer methods and more costly materials. Up to a few years ago this profession looked on the U. S. Gypsum Company as a manufacturer of fire-proofing materials alone. To win a hearing for its decorative products two

elaborate and carefully prepared books were brought out for architects about two years ago. The company made an exception in this case and had two artists of reputation do the work. Finally, the books—a limited and numbered edition with each copy bearing the name of the recipient—were delivered by the company's specialty men. The specialty man in each case made his little journey to get an interview as well as to present a book. He succeeded. A carefully kept record of these calls showed the average time of the interview was forty-five minutes. The company registered its story of decorative products. That was the beginning of a stronger bond of common interest between architects and the company.

Now a binder for the architect's files containing full sets of specifications on U. S. G. products is being distributed by the specialty men. This and all other material sent out to architects conforms carefully to the filing system specifications established by the American Institute of Architects. A. I. A. members are placed on all samples and other advertising sent to the profession, to insure and simplify their keeping.

The gypsum company's policy concerning direct advertising may be summarized in a very few words. It is to have every workman and every factor that can influence the buying of the company's products see its advertising material and possess copies of the instruction and specification sheets covering the products. That policy imposes a heavy and continuous duty both on the advertising department and the sales force. Some lost motion in doing that job is inevitable. This lost motion is minimized, not eliminated, by giving salesmen the right perspective on advertising as a sales help at the beginning of their careers with the company. That is, they are inoculated against extravagance in advertising at the same time they are sold on what advertising can do. But that is not enough. They are checked against sales and market data as they

requisition advertising helps for dealers and trades. This cuts down waste and in addition keeps a salesman from playing a few favorites instead of using and getting circulation for all of the various advertising helps. The company wants dealers and others to be covered with material that delivers a selling smash as well as material such as time-books and plasterers' caps that shakes hands and helps good-will. A perpetual inventory at headquarters on every piece of advertising produced gives a quick picture of which items are being pushed and which are neglected.

One of the reasons why the United States Gypsum Company has grown so rapidly in the last six or seven years is the success that the company has had in selling its entire line of building materials and getting dealers and others to buy in carload quantities instead of small lots. This has been accomplished by inducing the dealer to buy a mixed car made up of small lots of each commodity which the company makes instead of trying to load him up with a large quantity of a few products. Direct advertising has been of tremendous value here, for it puts a selling push back of products that are not advertised nationally. In other words it has been largely responsible for a real selling economy which lies right at the core of all-around company development. Coverage by means of direct advertising, then, is a matter of utmost importance. Failure to weed out the waste from this coverage would be equivalent to throwing away money.

Western Campaign on Gates Cleanser to Be Extended

The Gates Chemical Company, Poima, Calif., has retained John M. Dolph and Associates, Los Angeles, to direct a campaign on Gates Cleanser, a household cleansing product. Newspapers are being used throughout the Southwest, with present emphasis on Southern California. Outdoor advertising also is being used in the Denver territory. It is the intention of the company to extend its program nationally, principally through the use of newspapers.

Building Circulation

for The Saturday Evening Post
The Ladie's Home Journal
The Country Gentleman

July 6, 1926

Mr. A. R. Magee, National Advertising Mgr.
The Courier-Journal and The Louisville Times,
Louisville, Kentucky.

Dear Mr. Magee:

I am glad to know that another Saturday Evening Post ad is scheduled to run in The Courier-Journal and The Times next Thursday. I will tell our local dealers about this advertisement in order that they may cash in on it as they always have in the past.

With the exception of a single advertisement, all our local newspaper advertising has been published by The Courier-Journal and The Louisville Times exclusively. Our single sales in this territory have mounted from 1800 to over 6000. Each and every advertisement published in your papers has given tremendous, immediate impetus to the sale of our publications in this territory.

Without exception, our local dealers show a high appreciation of this Courier-Journal and Times advertising. They have learned that these advertisements create an increased demand for our publications and voluntarily phone to increase their draw whenever our ad appears.

Thanking you for the splendid cooperation you have given on this campaign, and with best wishes for your continued success, I am

Yours very truly,

Courtenay J. Hamman
Courtenay J. Hamman
DISTRICT AGENT

To COVER this market advertisers only need—

over
139,000
daily

The Courier-Journal
THE LOUISVILLE TIMES

over
112,000
Sunday

Represented Nationally by the S. O. Beckwith Special Agency.

Discovering O. Henry

O. HENRY, the genius of the American short story, used to sit for hours and gaze from his window at the passing people. Often, as the result of some humorous thought, the softest of chuckles would reveal him ruddy with suppressed laughter.

And it was McCLURE'S good fortune to find O. Henry, to accept his first story, "The Miracle of Lava Canon."

That has always been McCLURE'S aim—to discover new writing talent of promise, to publish nothing but the best stories. In the new McCLURE'S you'll find the work of new authors, together with that of the popular story tellers, interwoven into a fascinating book of romantic fiction.

The **McCLURE'S**
New

The Magazine of Romance

R. E. BERLIN, *Business Manager*
119 West 40th St., New York

Chicago Office, 360 N. Michigan Ave.

Like O. Henry, who gained in popularity with each successive story, McCLURE'S is making rapid circulation gains with every issue. Pushed by 60,000 distributors and advertised in 94 metropolitan newspapers, it is certain that advertisers who come in now will receive a substantial circulation bonus above the net paid A. B. C. guarantee of 200,000 copies. This, of course, makes the rate of \$1.10 a line and \$450 a page exceedingly low.

Going into 200,000 homes, showing its readers the world beyond their doorsteps, McCLURE'S contributes generously to their obsession for better living.

Taking advantage of this desire for better living, more and more advertisers, keen to discover new sales outlets, have felt the demands of McCLURE'S receptive market. Now is the time for you to discover the prestige and sales building power which McCLURE'S offers you.

The October issue closes August 5th.



Advertising Executives *read and prefer* **The New York Times**

The report* of an investigation of "Newspaper Reading Habits of Advertising Executives in New York" by Professor George Burton Hotchkiss, Chairman of the Department of Advertising and Marketing of New York University, just published by The Association of National Advertisers, indicates that The New York Times is the newspaper preferred by the majority.

Answers to a simple questionnaire were received from 800 advertising managers and 200 advertising agency executives. The report, referring to the proof of the accuracy of the results, states: "This test of 1,000 cases can be taken as a thoroughly safe indication of the newspaper reading habits of all advertising executives of the New York territory."

Of the men who read only one morning newspaper, about 48% read The New York Times, 40% a second morning newspaper and 9% a third morning newspaper.

The answers "indicate that readers of The Times like particularly its handling of the general news, of foreign news, and of finance, with a very good percentage who are interested in its business pages and its advertisements. The Times was listed as the favorite Sunday paper. It received over 57% of the total number of possible choices.

"Many reasons were written in—237 in all—including 75 mentions of The New York Times Book Review and 69 of The Times Rotogravure Section."

Distribution of 1,331 morning newspapers and 1,351 Sunday papers read by 800 advertising managers and 200 advertising agency executives:

	Morning Papers Read	Morning Papers Preferred	Sunday Papers Read	Sunday Papers Preferred
The New York Times	571	445	696	573
Second newspaper . . .	478	345	410	250
Third newspaper . . .	204	129	131	47
Fourth newspaper . . .	44	11	81	18

* A prefatory note in the report states that the investigation was initiated and financed by The New York Herald Tribune. The name of The Herald Tribune, however, was not connected with the investigation in any way, eliminating all element of bias.

When Two Interdependent Manufacturers Advertise—Who Pays?

Plans in Use by the General Motors Corporation and the American Piano Company for Marketing and Advertising Products of Constituent Companies

McJUNKIN ADVERTISING COMPANY
CHICAGO

Editor of PRINTERS' INK:

Can you give us anything bearing on the plan of co-ordination of marketing between two interdependent manufacturers of products such as Chickering and Ampico, Brunswick and Radiola, Delco and automobiles using Delco system, etc.?

We are interested in knowing how they co-operate on advertising, the success of their plan of operation, problems and difficulties in maintaining separate identities while at the same time offering combined merits under the name of one or the other of the products.

If any articles have appeared in PRINTERS' INK, we would appreciate your assistance in locating them.

McJUNKIN ADVERTISING COMPANY

H. O. MORRIS,

Director, Research Department.

TWO comprehensive articles have appeared in PRINTERS' INK on the organization and advertising plans of the General Motors Corporation, which organization includes as one of its units the Dayton Engineering Laboratories Co., maker of Delco lighting, starting and ignition systems. The first article appeared on September 29, 1921, and began, "The board of directors of the General Motors Corporation, in session at Detroit, week before last, decided in favor of consolidating at the headquarters' office all the advertising for the corporation's constituent companies—some fifty-one in number. This sensational move means a centralized drive for business under the direction of one head." As explained farther on in the article, however, "the details of the advertising and selling will be left to the individual unit pretty much as has been the case heretofore;" the difference being that the advertising was after that date handled through one agency.

The second article appeared in the December 13, 1923, issue, and described in some detail how the advertising campaign for the new Oldsmobile Six was handled in a

way to avoid competition with other General Motors' cars. "Throughout (the Oldsmobile advertising) the descriptions of the specifications and the products of various General Motors' units are featured. There are the Harrison radiator, Delco electrical equipment and Fisher bodies."

These two articles will give much information about the organization of the General Motors Corporation and the relationship of the units to one another and the parent company. It will be clear that if any of the automobile advertising mentions Delco equipment, Delco does not contribute anything in money for that mention, any more than Cadillac, Buick, Oakland, Oldsmobile and Chevrolet would contribute to Delco if Delco mentioned any one or all of those cars in its advertising. There would be reciprocal sales benefits that would make any financial adjustments unnecessary.

In the case of the American Piano Company, also referred to in our correspondent's letter, and the various makes of pianos controlled by the American Piano Company in which the Ampico reproducing unit may be installed, a somewhat different method of marketing and advertising is followed. For example, all pianos are grouped according to a price and quality classification. The first group contains the Chickering, the Knabe and the Mason & Hamlin, all about equal in quality and price. The second group, representing a middle range as to quality and price, contains the Haines, the Fisher and the Marshall & Wendell. The third group, still lower in price and quality, comprises the Foster, the Brewster and the Armstrong. In appointing dealers the company gives its retailers the exclusive agency for one make of instru-

ment in the highest class, one in the second and one in the third. That is, a leading dealer in a certain city would control the agency for the Chickering, the Marshall & Wendell and the Brewster. Another leading dealer would have the agency for the Mason & Hamlin, the Haines and the Foster. Still a third would have the Knabe, the Fisher and the Armstrong.

Thus all three dealers would each have exclusive privileges, each would be able to compete with the others in all three price groups on an even basis and all would have a fair chance.

"The manufacturers who are in the organization of the American Piano Company," said F. H. B. Byrne, director of publicity for the parent company, "handle their own advertising. Chickering & Sons are located at Boston and have their own advertising department there. So has the Mason & Hamlin Company. This is true of the others, Wm. Knabe & Co., Marshall & Wendell, J. & C. Fisher, Haines Brothers, and the rest. As director of publicity, I see their advertising before publication, but only where it has to do with mention of the Ampico as installed in one of these pianos. A certain amount of money for advertising is charged against every Ampico unit. Otherwise, the advertising accounts of our constituent companies on their own makes of pianos are handled independently of our advertising on Ampico."

The other two manufacturers mentioned by Mr. Morris are not interdependent. Not only The Brunswick-Balke-Collender Co. but the Victor Talking Machine Company have agreements with the Radio Corporation of America under which the radio apparatus of the last named company may be sold with Brunswick phonographs and Victor talking machines.

"It is a one-way arrangement," said P. Boucheron, advertising manager of the Radio Corporation. "We make up quantities of Radiola units and ship them as ordered to Brunswick and Victor

and they incorporate them in their instruments. We have nothing to do with the distribution or merchandising of the goods through their dealers. Brunswick and Victor do not ship their products to us for us to equip with our product and then distribute them to our dealers. Our business is confined to the marketing of our own goods.

"On the advertising side we sometimes make mention in our advertisements that Brunswick and Victor chose Radiolas for use with their instruments and these companies in their advertising often feature our goods. We make no financial contribution to their advertising expense, nor do they contribute to ours."

Of co-operative advertising by companies in an industry or by an association representing an industry there are countless examples. Among the more recent campaigns described in *PRINTERS' INK* are those of the Sterling Silversmiths' Guild of America, (June 10, 1926), the Plumbago Crucible Manufacturers, (April 29, 1926), and the National Electric Light Association, (March, 1926, *PRINTERS' INK MONTHLY*). Other similar campaigns frequently referred to are those of the Save-the-Surface Campaign, Associated Salmon Packers, Florida Citrus Exchange, California Fruit Growers' Exchange, Say It with Flowers, and many others. A complete list has been sent to our correspondent and is available to others interested.—[Ed. *PRINTERS' INK*.

E. T. Lark, Advertising Manager of Twinplex Sales

E. Thomas Lark, recently director of sales and advertising of the Gustav J. Gruendler Manufacturing Company, Inc., St. Louis, has joined the Twinplex Sales Company, maker of Twinplex Stroppers, also of St. Louis, as manager of advertising. He joined the Gruendler company in 1921 as assistant sales manager.

F. D. McDonald, Business Manager, St. Louis "Star"

F. D. McDonald, recently general manager of the St. Louis *Times*, has joined the St. Louis *Star* as business manager, a newly created position.

Something
we can neither
sell nor give away!

For KLEINERT'S Dress Shields
—Sanitary Goods—Aprons

COME to the Notions Section of Emery, Bird, Thayer's. Dress Shields may be obtained there in various sizes, from 40c to \$2.50; Household Aprons, 50c to \$2.00; Sanitary Goods in several styles. If you cannot come to the store to shop, write to our Correspondence Bureau.

Emery, Bird, Thayer Company
Petitecoast Lane
Kansas City, Missouri

EAMON MOTOR SALES
Dealers in
WILLYS-KNIGHT
and
OVERLAND
Automobiles
The Kings Street, East



We Handle
Monarch Cocoa
and a Complete Line of Monarch Products

THE FOOD SHOP
On Grand Avenue, Oakland
NEXT TO THE AMERICAN BANK

—the good will and friendly interest of the retailer who mentions in his own advertisement a product nationally sold and nationally advertised . . . the retailer takes care of this, and during the first six months of this year 15,719 of these "tie-in" advertisements have been published in the Monitor, inserted by 2,323 dealers the world over.

The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

Advertising Offices In:—Boston, New York, Philadelphia, Chicago
Cleveland, Detroit, Kansas City, San Francisco, Los Angeles
Seattle, Portland, London, Paris, Florence.

Co-operative Advertising Gets Co- operative Tie-Up

Campaign Conducted by Fifteen Insurance Companies Succeeds in Getting Local Agents to Tie Up with It, and at Storm Lake, Iowa, Five Competing Agents Advertise in Co-operative Campaign

FOR some time fifteen insurance companies have been carrying on a co-operative advertising campaign in the farm field. These companies sell fire, lightning, wind-storm, tornado and cyclonic insurance. They are known as "legal reserve insurance" companies. That is to say, they are insurance businesses that have a paid-up capital stock, fixed premiums and make no assessments on their policyholders. The purpose of their advertising message is to "sell" the farmer on the advantages of doing business with a "legal reserve company."

The companies underwriting this campaign are: Insurance Company of North America, Great American Insurance Company, Aetna Insurance Company, Columbia Fire Underwriters Agency, American Insurance Company, National Security Fire Insurance Company, Continental Insurance Company, Hartford Fire Insurance Company, Commercial Union Assurance Co., Ltd., Royal Insurance Co., Ltd., and Fidelity-Phenix Fire Insurance Company.

All of these fifteen companies sell through local agents. This point is emphasized in all copy. In fact, it is not only emphasized but elaborated on by statements such as "These companies are represented in every locality by men who specialize in farm insurance—men who know the farmers' problems with relation to risks, fire-prevention methods, valuations, proper coverage, etc."

Each company, acting individually, and acting collectively through the organization, carrying on the campaign under the name of the "Farm Insurance Commit-

tee," has endeavored to have the local agent carry on from this point.

By and large it has been a difficult task for any insurance company to get its local agents, especially if they are general agents—that is to say, if they represent a number of insurance companies—to take a part in any advertising campaign.

This campaign has succeeded in getting local agents to tie up with it, partly because of past efforts on the part of individual companies to educate agents to the value of advertising and partly because it so sharply puts the spotlight on the agent.

It has even gone further. It has succeeded in one instance in getting agents to tie-up with it on a co-operative basis. In Storm Lake, Iowa, five competing agents are using newspaper space on a co-operative basis to carry on from the point where the co-operative campaign of the insurance companies ends. These five agents in the same advertisements are saying, "We are the kind of agents that legal reserve insurance companies have been telling you about. We have on hand for you the books that these insurance companies have spoken of. We are ready to be of service."

In other words these fifteen insurance companies have succeeded in getting a co-operative tie-up for their co-operative advertising.

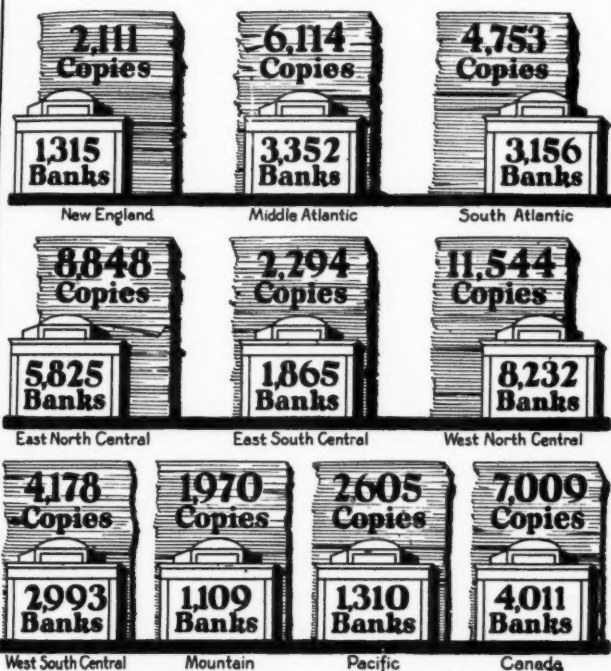
In the insurance business, which has so long been aware of the petty jealousies and dog-in-the-manger attitude of insurance agents, this particular case has been widely commented on. J. W. Longnecker, who has been advertising manager of the Hartford Fire Insurance Company for about twenty years, says that this is the first instance of such a complete and hearty tie-up he has ever observed in his years of experience with insurance advertising.

Chemical Account for J. H. Cross Agency

The Richards Chemical Company, Glenolden, Pa., has placed its advertising account with the J. H. Cross Company, Philadelphia.

Here's How—

the Burroughs Clearing House Covers the Bank Field



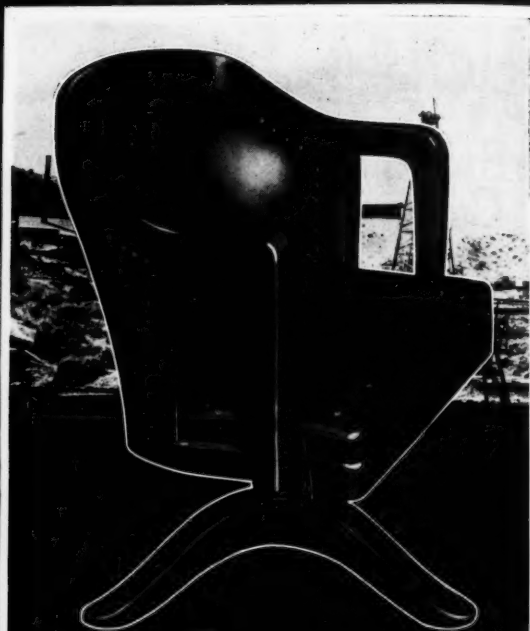
The Burroughs Clearing House

For advertising rates and further information address

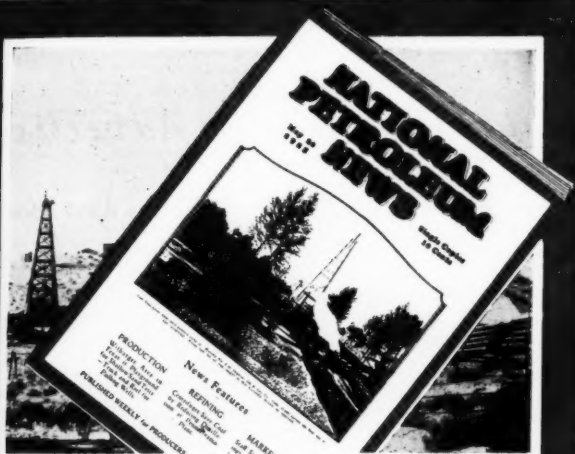
J. B. HAYES **C. D. MACGREGOR** **S. D. E. SMITH** **E. C. WILLIAMS**
 One Park Ave. Bldg. Burroughs Ave. & Second 434 S. Wabash Ave. Hobart Bldg.
 New York City Blvd., Detroit, Mich. Chicago, Ill. San Francisco, Cal.

Second Blvd. & Burroughs Ave.,

Detroit, Mich.



Vacant Editorial Chairs



RAILROAD tickets cost more than scissors. Hotel rooms are more expensive than library paste. Travelling calls for more effort than sitting in a swivel chair, wielding a pencil or pounding a typewriter.

The outstanding reason why NATIONAL PETROLEUM NEWS carries the *largest dollar volume of advertising* of any oil publication to the *largest paid-in-advance circulation* ever attained in the oil industry is its consistent year-in-and-year-out insistence on spending money to get the live news by sending its editors from their desks out to the places *where the live news is breaking*.

NATIONAL PETROLEUM NEWS
812 HURON ROAD CLEVELAND, OHIO

District Offices:

TULSA, OKLA., 608 Bank of Commerce Bldg.
CHICAGO 360 North Michigan Ave.
NEW YORK 342 Madison Ave.
HOUSTON, TEXAS 608 West Bldg.



Nothing to do with Advertising

Lots of the knottiest advertising problems don't look like advertising problems.

They come under the disguise of a price that is out of line, a fault in trade relations, or perhaps goods that are poorly packaged and do not give good display. Even such matters as increasing profits by reducing the items in a line, or teaching salesmen to use advertising as a tool, or getting the trade to cooperate with a new selling policy—to suggest just a few typical instances—are often real advertising problems.

Vitality so; for any one of them unwisely handled **may** damage the effectiveness of a perfectly good advertising campaign beyond repair.

The wise advertiser does not regard any of his business problems as "nothing to do with his advertising or his agency." It is a real part of the work of a good agency to know them all. Often out of its experience it is able to suggest remedies for them. If not, it can at least work in full consciousness of their influence.

In either case the advertiser gains.

CALKINS & HOLDEN, Inc.

247 PARK AVENUE • NEW YORK CITY

What Percentage of Sales for Advertising?

NILCO LAMP WORKS, INC.
EMPORIUM, PENNA.

Editor of PRINTERS' INK:

Do you have data available on the cost of advertising, based on net sales for some of the larger national advertisers and would you furnish us with a list?

It seems to me that I have seen something of this nature in PRINTERS' INK and the information would be very valuable to us at the present time.

NILCO LAMP WORKS, INC.

W. H. HETZNECKER,
Ass't Sales Manager.

PRINTERS' INK receives frequent inquiries concerning the percentage of net sales that should be invested in advertising. To answer such inquiries without a thorough knowledge of a company, its business history, its manufacturing and merchandising problems, its expectancies, etc., is like trying to answer that old favorite, "How high is up?"

The amount invested by leading advertisers will vary all the way from less than 1 per cent in some cases to the entire net profits, in the case of a few companies that are just getting a toe-hold. In some instances 1 per cent may be an unwise expenditure, while in others an investment of all of the net profits may show unusual business foresight.

It is doubtful if two companies in the same field, selling through the same channels, can or should use the same percentage figure. Internal conditions will vary greatly, to say nothing of a company's stand in its field. This makes the choosing of a percentage figure a matter which is entirely up to the advertiser himself, with no regard to what competitors are doing.

The only safe method of determining the exact amount of appropriation is to look upon advertising as a definite task which is intended to accomplish certain definite objectives. The appropriation, then, will be the amount of money necessary to attain these objectives. If this bulks too large on the accounting sheet, the ap-

propriation must then be pruned to a point which a company can afford. But always in the back of the advertiser's mind must be the thought that he wants, if possible, to get certain results regardless of the sum being spent by other advertisers in attaining their ends.—
[Ed. PRINTERS' INK.]

Adams, Hildreth & Davis, New Advertising Business

A new advertising business has been incorporated at North Tonawanda, N. Y., under the name of Adams, Hildreth & Davis. Paul H. Hildreth is president, M. Wayne Davis vice-president and Alexander H. Adams secretary-treasurer.

Mr. Hildreth has been advertising manager of the Rand-Kardex Bureau and associated companies. Mr. Davis had been advertising manager of the Safe-Cabinet Company, Marietta, Ohio, before its consolidation with the Rand-Kardex Bureau, with which he continued.

Associated with the new firm are Levant H. Harvey, account executive; Allan Murray, art director; Albert Scrivener, in charge of layout, and S. Hayes Ensinger, production manager.

New Advertising Business for Hartford

A general advertising business has been organized at Hartford, Conn., under the name of The Deane Company, which has absorbed the business previously conducted as The Deane Letter Shoppe. R. M. G. Potter, Connecticut manager of Arthur Perry & Company, Boston investment house, is chairman of the board of directors. Julian L. Deane is president.

Richard W. Griswold at present with the advertising staff of the Travelers Insurance Company of Hartford, will be vice-president in charge of planning. Charles H. Gillette is secretary-treasurer.

Union Carbide Income Gains

The Union Carbide & Carbon Corporation, New York, and subsidiaries, report a net income for the first six months of this year of \$10,031,981, against \$7,552,617 for the corresponding period of last year. Net profit, after charges, of \$4,249,986 is reported for the second quarter of 1926. This compares with \$3,290,365 for the same quarter in 1925.

Appoint Devine-MacQuoid Company

The Coffeyville, Kans., *News* and the Chillicothe, Mo., *Tribune* have appointed the Devine-MacQuoid Company, publishers' representative, as their national advertising representative.

"Lincoln" and "Ford" Held Not to Be Exclusive Trade-Marks

Both Are Common Words of the Language, Says Patent Office, in Refusing to Cancel Marks of Three Different Concerns

*Washington Bureau
of PRINTERS' INK*

THE inadvisability of adopting proper names as trade-marks was again emphasized recently in three Patent Office decisions. The cases were cancellation and opposition proceedings brought by the Ford Motor interests against three different concerns, and the decisions limit the ownership of the "Lincoln" and "Ford" trade-marks strictly to the motor car field.

In the first case, the Lincoln Motor Company applied for cancellation of the trade-mark of the Lincoln Products Company. This mark, consisting of a picture of Abraham Lincoln, is used to identify shock absorbers, and the Patent Office held that no ground had been shown for cancelling its registration which the Lincoln Products Company had secured regardless of the fact that Lincoln is a part of the corporate name of the motor company and has been used as a trade-mark for automobiles.

The grounds for the decision include the fact that motor cars and shock absorbers are not goods of the same descriptive properties, and that there are many registered trade-marks comprising the name and the portrait of Lincoln. In his decision, Assistant Patent Commissioner Moore reviewed the contentions of the petitioner for cancellation, and said:

"Nor does it appear from the evidence that the petitioner ever used the portrait of Lincoln as a trade-mark on its automobiles, or on any of the parts of his automobile, or that it has the right to the exclusive use of the word 'Lincoln' except as a trade-mark for the Lincoln automobile. The records of this office, of which judicial notice may be taken, show that there are many registered trade-marks comprising the name 'Lincoln' and the portrait of Lin-

coln; and it is a matter universally known that Lincoln is a common name for persons and places. It would appear, therefore, that the Lincoln Products Company has the right to use the word 'Lincoln' as a part of its corporate name."

The Assistant Commissioner then cited several court decisions upholding this contention, pointed out that the goods of the respective parties do not have the same descriptive properties, and added: "The Lincoln Motor Company has used its trade-mark only in connection with motor cars; the Lincoln Products Company uses the name 'Lincoln' and the portrait of Lincoln as trade-marks for shock absorbers. A structure considered as a whole, and the parts of which it is composed, are different things, hence have not the same descriptive properties."

Another decision held that the Lincoln Manufacturing Company is entitled to register as a trade-mark for automobile brakes and timers, a mark consisting of a diamond-shaped background, the points of which are cut off, superimposed on a rectangle, with a diamond design along the corners, and the name "Lincoln" printed on the background in a peculiar and distinctive style. The exclusive use of the name was disclaimed other than in connection with the remaining parts of the mark, although the name constitutes a part of the corporate name of the Lincoln Motor Company.

The application for this registration was opposed by the Lincoln Motor Company; but the opposition was not upheld by the Patent Office. In the decision, Assistant Commissioner Moore pointed out that the name "Lincoln" has been used by many companies, that automobiles are not of the same descriptive properties as brakes and timers, and that the name is

SILENT MEN

Who Have Won Their Battles

BISMARCK

The silent man of Germany.

KITCHENER

The silent man of England.

JOFFRE

The silent man of France.

GRANT

The silent man of the Union Armies.

DEWEY

The silent man of the American Navy.

PERSHING

The silent man of the American Army.

C. A. TAYLOR

The silent man of Farm Life.

Any man who starts with nothing and builds one of the biggest publishing properties in America without bond issues or other outside financial help, is entitled to a place with other leaders.

T. W. LeQuatte, Adv. Mgr.

Farm Life

Spencer, - - Indiana

that of the vice-president and general manager of the applicant—the Lincoln Manufacturing Company. He also noted that the Lincoln Motor Company, in its registration of its trade-mark, had disclaimed the exclusive use of the name "Lincoln," and added:

"As the applicant's mark resembles the opposer's marks only in the use of the word 'Lincoln,' which each disclaims, and as said word is not the dominant feature of the applicant's mark, it is believed that the use of the applicant's mark would not lead to confusion in trade or be calculated to deceive."

In the third case, the Ford Motor Company petitioned the Patent Office to cancel the trade-mark registered by John A. McAdoo, under the act of 1920, consisting of the word "Ford" as a distinguishing mark for cigars, cheroots, stogies, and the like.

The Patent Office held that the Ford Motor Company had shown no reason why the registration should be cancelled, and the grounds of the decision were that a corporate name may be registered as a trade-mark, under the act of 1920, when used on goods of different descriptive properties from those of the corporation.

Assistant Commissioner Moore, who rendered the decision, said that while the mark "Ford" may not be the exclusive property of the registrant, he has the exclusive right to use it upon the goods specified in his registration. He also held that the likeness of the registrant's trade-mark to the mark of the applicant does not constitute a legal ground for cancellation, and continued:

"It is not apparent that the use of the word 'Ford' as a trade-mark by the registrant would result in confusion and uncertainty in the minds of the public as to the authorship or ownership of the tobacco products of the registrant, any more than in case where the same mark is adopted and used by different persons on articles of different descriptive properties . . .

"And it must be remembered that the word 'Ford' is not necessarily confined to the corporate

name of the petitioner. It is a common word of our language used not only as a name for many persons, but also as a common noun and as a verb."

Sears, Roebuck to Open Second Store in Philadelphia

C. M. Kittle, president of Sears, Roebuck & Company, has announced that three and one-half acres of land at 64th and Market Streets, Philadelphia, have been purchased for a site upon which will be erected a new general retail department store. This will make the tenth retail store opened by Sears, Roebuck and their second store in Philadelphia.

Procter & Gamble Sales Increase

The gross sales of the Procter & Gamble Company, Cincinnati, Ivory Soap, Crisco, etc., for the year ended June 30, totaled \$189,314,559, against \$156,065,001 for the previous year. Net income for the year was \$12,241,753, after charges. This compares with \$10,375,158 for the year ending June 30, 1925.

G. H. Sheldon Joins the Corman Agency

George H. Sheldon, recently with George Batten Company, has joined The Corman Company, New York advertising agency. For four years he had been vice-president and general manager of Thresher Service, Inc., also of New York.

Purchase the Elizabeth, N. J., "Times"

The Elizabeth, N. J., *Times*, has been purchased by a group of three associates, including J. F. Moran and Haddon Ivins. Mr. Ivins, who will be editor and publisher of the *Times*, was formerly with the Union City, N. J., *Hudson Dispatch*.

J. W. Dunivan Advanced by Cadillac Motor Car

Jay W. Dunivan, manager of distribution of the Cadillac Motor Car Company, Detroit, has been made assistant general sales manager in charge of distribution, a recently created position. He has been with the Cadillac Company since 1908.

Outdoor Campaign for Southwestern Virginia

An outdoor advertising campaign is being planned by Southwestern Virginia, Inc., to advertise that section of the Old Dominion country. Poster-boards will be used along the main highways leading into Virginia.



San Francisco's
Leading Evening
Newspaper

ADVERTISING IN THE CALL PAYS THE AD- VERTISER

THE preference that advertisers have shown for The Call during the first half of this year is proof of its ability to produce results. The following table shows The Call in advertising comparison with other San Francisco newspapers.

Daily (Six Day) Display Advertising

First Six Months 1926

<i>Paper</i>	<i>1926</i>	<i>1925</i>	<i>Gain and Loss</i>
THE CALL	4,623,432 lines	4,106,629 lines	516,803 lines gain
Examiner	3,500,110 "	3,236,801 "	263,309 " "
Chronicle	2,571,234 "	2,273,377 "	297,857 " "
News	3,147,639 "	3,107,844 "	39,795 " "
Bulletin	2,636,918 "	2,656,202 "	19,284 " loss

Over 100,000 subscribers and their families have learned to depend on advertising in The Call. It is this responsiveness that makes advertising in The Call profitable. It is this great audience that makes advertising preference for The Call.

First in Evening Circulation

THE CALL



CHARLES SUMMERS YOUNG, Publisher

Representatives

NEW YORK
H. W. Moloney
604 Times Bldg.

CHICAGO
John H. Lederer
901 Hearst Bldg.

LOS ANGELES
Karl J. Shull
Transportation Bldg.

COLUMBIA

The Largest Catholic Magazine in the World

Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:

Men	1,211,908
Women	1,060,420
Boys under 18	249,980
Girls under 18	244,336
TOTAL	2,766,644



"Such Popularity Must Be Deserved"



THE popularity of Chesterfield is being heightened by the popularity which COLUMBIA enjoys among its more than a million men readers.

The Liggett & Myers Tobacco Company is using a schedule of back covers in color to gain for Chesterfield its full share of the cigaret sales which COLUMBIA'S vast, responsive market will produce.

A corresponding opportunity is open to other national advertisers to meet the three quarters of a million Knights of Columbus families and to participate in the friendship and confidence which they extend to COLUMBIA.

The Knights of Columbus

Publish, Print and Circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Net Paid Circulation 746,639 A. B. C. Audit

Eastern Office:

D. J. GILLESPIE, Adv. Director
25 West 43rd Street, New York City

Western Office:

J. F. JENKINS, Western Manager
134 South LaSalle Street, Chicago, Ill.

To Mr. J. J. Hartigan,
Space Buyer for
Campbell-Ewald Company,
Detroit

We should like to have you pause for a moment to consider one Class A Family. One with the latest model Buick and the income that fully justifies its ownership and up-keep. A family of five, the children between the ages of 5 and 10.

A thoroughly modern family, interesting and interested in everything. With a Crosley Radio in the "entertainment corner," the Literary Digest a regular visitor, and a Funk & Wagnalls Dictionary in the library.

Now consider Child Life. This magazine goes into 110,000 homes of this same type, families even better situated financially. Of course all of them haven't the above products, but *they have the money to buy them!*

They pay 35c every month for Child Life. They buy it regularly and the whole family reads it thoroughly.

Would you consider that advertising family products to these family people is "advertising well directed"? The advertisers who do use Child Life think that it hits the bull's eye.

Take a look at the current issue. Turn to its advertising pages. Then you'll realize why we say that here is the ideal medium for a 100% family approach.

Won't you please dictate a memo of whatever questions you'd like to ask? We'll be in shortly to answer them.

from CHILD LIFE
The Children's Own Magazine
Rand McNally & Company—Publishers
Chicago

Should the Manufacturer Instruct Retail Salesmen?

THE HOUSE OF KUPPENHEIMER
CHICAGO

Editor of PRINTERS' INK:

The Association of National Advertisers, Inc., New York City, has very kindly sent me some interesting information on the success of manufacturers in establishing courses of instruction for retail salesmen. In the report received, I find that several of the articles are based on clippings from PRINTERS' INK MONTHLY.

The thought occurred to me that you might be able to refer me to other manufacturers who are more or less in the position of the House of Kuppenheimer—as related to retail salesmen who make final distribution of their products.

Any information you can give me on the success of retail salesmen's schools, as reflected in increased publicity for the product, or as shown by higher sales records, will be greatly appreciated.

B. KUPPENHEIMER & COMPANY, INC.

A NUMBER of advertisers have had remarkable success in conducting sales schools for retail salesmen. A large number by far have met with failure. The chief reasons for success or failure are, however, not hard to find.

The first essential for success is that the manufacturer make a product which bulks pretty large in the dealer's total sales volume. In looking for the names of manufacturers who have succeeded, you will find that usually they make such products as men's clothing, washing machines, corsets, etc. These either occupy a big place in the dealer's store or, as in the case of corsets, while they may be sold only in a small department, are in charge of certain salespeople who must understand thoroughly the peculiar problems presented in the sale.

The second essential is an attitude of unselfishness. The clerk should be taught to be a better salesman for everything in the store, not just for the manufacturer's line. This doesn't mean that the clothing manufacturer must go into detail concerning the retailing of gloves and handkerchiefs. However, he should teach the clerk the principles of good salesmanship, and show how these can be applied to everything the clerk is selling.

The third essential is a well planned selling plan to put across the course. This means thorough preliminary work by letter or by salesmen or by both, thorough selling while the course is in progress, and a good follow-up to make sure that the work of the course is not ephemeral in its effects.

Such courses usually have three forms. First, is the course that brings the clerk to the factory where he puts in two or three weeks of intensive training. Details of expense and how much of the expense shall be carried by the retailer must be carefully worked out. This type of course is, obviously, the best. It gives the clerk contact with a manufacturer's executives and makes him thoroughly familiar with the factory and its processes.

The second type is the correspondence course. This is much cheaper than the first type, but is much more difficult to make successful. It requires a continuous follow-up, both with clerks and retailers, and often personal work on the part of salesmen in selling the idea of the course and in seeing that it is pursued thoroughly.

The third type is a booklet series, where the clerk is asked only to read the booklets and is required to send in no answer or prepared papers. This stands the least chance of succeeding but for the manufacturer of a product that does not mean a great deal to the retailer is about the only method he can pursue. Here, again, there must be careful selling of the idea to the retailer and his clerks.

PRINTERS' INK and PRINTERS' INK MONTHLY have published information concerning a number of successful courses of each type. A study of these articles will reveal still other pitfalls and possibilities of the course for retail clerks conducted by the manufacturer.—
[Ed. PRINTERS' INK.]

Howard R. Smith has been made sales promotion manager of Heiden's Mailing Bureau, Seattle, Wash. He has been engaged in advertising work at that city.

The Camera Takes Its Brush in Hand

The Added Touches That Make Photographic Illustrations Uncommercial and "Un-posed"

By A. L. Townsend

WHEN an advertiser begins to think seriously on the subject of illustrating his next campaign, the question naturally arises: Is it to be done with the camera or by an illustrator? Whereupon he makes a tour of the advertising pages. He finds many examples of both schools and is impressed by the action, novelty and inspirational touch quite naturally secured by the artist, who has warmed to his subject.

His line of reasoning goes something like this:

"People believe photographs, as a rule. They take them quite literally. When I have an original drawing made, everybody knows that it is purely imaginary. It is something which has been 'made up' for a specific purpose and to dramatize an idea. It is superficial, in that my audience realizes it is not life itself but some artist's conception of an incident.

"The photographic illustration is more sincere. Real people are shown. And see to what an important extent camera studies have taken the place of original drawings! There was a time when our newspapers were embellished with pen pictures entirely. Now, the photograph is the thing. It has almost done away with original illustrations. The rotogravure sections are immensely popular. The public seeks realism, first and foremost and this, the camera supplies.

"Photographs are believed. People who look at such pictures know they have been made from 'real characters.' These illustrations are quite likely to be accepted in the same manner that newspaper and magazine pages of camera studies are welcomed, trusted, and popularized in the public mind.

"On the other hand, some photographic pictures looked posed, and

quite as unreal and as fictitious as anything an artist draws. The same atmosphere of 'make-believe' exists. The reader is quite likely to say to himself: 'That photograph is a fake. It is merely something put together for advertising purposes. I will not take it seriously.' And he doesn't.

"Where is there a safe middle ground? From all I can see, even the camera illustration can appear as false and as brittle and as much an affectation as the original canvas. On the other hand, the public is perfectly aware of the fact that when an artist draws a picture, it is wholly make-believe."

Unquestionably, such thoughts as these go through the minds of many advertisers, and with reason. But answers would be less difficult were a little more homely reasoning engaged in. There is a place for both types of illustration. Each has its very natural and necessary place. And there is a vast difference in the quality of each classification, as judged by modern examples.

Where the subject material is highly imaginative, the artist is preferable. He can do things which are practically impossible with the camera. His range is wide and his own technique counts for much. After all, it must be remembered, that for years and years, original illustrations have been used in books and the public found nothing to complain about. Indeed, there are numerous instances of the original pictures becoming standardized as the popular conception of characters. Nothing has ever taken the place of the first crude wood cuts used in connection with the works of Charles Dickens. A motion picture was made in England from the script of David Copperfield, and was un-



Hats Off— to a real Sign!

EVERYBODY knows what type of stores sell Stetson Hats. To get a sign in keeping with the quality of both the hats and the stores, DuraSheen Lifetime Porcelain Enamel Signs were adopted by Stetson as standard outside markers for their thousands of authorized sales outlets!

DuraSheen Signs are attractive, bright and cheerful, with colors that never fade. They do not have to be replaced. Unlike ordinary signs, DuraSheen Signs are made of highest grade porcelain, fused into heavy sheet steel at 1800° Fahrenheit. They withstand the wear and tear of rain, snow, sun, dust, heat and cold. No wonder dealers everywhere prefer them.

Naturally, DuraSheen Signs cost less in the long run.

THE BALTIMORE ENAMEL and NOVELTY CO.

Mt. Winans
Baltimore, Md.

200 Fifth Avenue
New York City

GET THIS—

All advertising space is valuable. None is more valuable than the space your signs occupy on your dealers' premises. None more difficult to obtain. None so near the point of sale! It pays to supply dealers with the best signs the market affords—the best in wear and tear, in readability, visibility, and attractiveness—in other words, with DuraSheen Lifetime Porcelain Enamel Signs.

DuraSheen

Porcelain fused into Steel —

Lifetime Signs

popular and discredited, because live people, acting the parts, could not measure up to the accepted impressions firmly implanted by those remarkable illustrations in early editions by Cruikshank.

The artist must never be belittled because his work is imaginative nor can it be admitted that the public sees only the material in such illustrative work. An edition of Thackeray was published with illustrations from photographs of living models. It was nowhere acceptable. No, the public at large had come to recognize certain characters as they had been drawn by Thackeray himself, and those first crude line drawings were far more satisfactory than flesh and blood, in make-believe costumes, however faithfully reproduced.

CAMERA NOT ALWAYS SUITABLE

The camera illustration does not, of necessity, represent the highest type of character of atmospheric reproduction. This is a fallacy, based on a misconception of the popular reactions to advertising illustrations as a whole. People have their own quiet way of deciding such matters. It is a well-known fact that after a model had been found to take the place of original drawings for a certain very well-known advertising character, and the pen drawings ceased, there was far less interest in the camera study than in the early original.

If people will accept original illustrations for fiction, as in novels or in magazines and newspaper stories, they will certainly accept them as an important phase of advertising. Let there be no mistake on this score.

The best in both fields of commercial art is always permissible.

But superficially made camera art is every bit as poor as the original drawing, into which the breath of life has not been blown. Both are at fault and both are weak. Such a high standard is set nowadays that no advertiser can be content with that which will not pass the exacting censorship of the professional critic, who weighs values from the public's point of view.

In making photographic illus-



Your boy may be worse handicapped!

YOU wouldn't put your boy in a diving suit and expect him to swim a few yards? Certainly not.

Yet you may be starting him on the race of life under a handicap just as heavy. How are his eyes?

Oh, my child was perfectly, you say? Well, a minute, now. Strain well is not necessarily an indication that his eyes are right. Eyes and sight are two different things. For example, it is possible for children, like grown-ups, to see clearly with defective eyes. But they do so only by drawing incorrectly on their nervous energy.

The crowding of the nerves, to make defective eyes see clearly, may affect your boy in ways you never connect with eyes. Is he better? Nervous? Lethargic? Dumb?

Is he nervous, indolgent? Any of these symptoms may be due to his eyes.

So you see it is unsafe to assume that your child's eyes are normal. Whether he sees well or not, you should have his eyes examined. It is the only way to make sure he's not entered on the race of life under a very serious handicap.

Now, while your child's young, is the time to act. If you give him now the help he needs, he may not have to wear glasses later. Average—today—to have his eyes examined.

Write us today for an interesting and valuable new booklet, "A New Age of Vision."

Have your eyes examined!



THE CAMERA GIVES A CONCRETE ASPECT TO THIS IMAGINATIVE PICTURE

trations, there are standards which must be met. Here is a set of working principles set down by one user of such work, as turned over to the advertising department and then passed along to the photographic studio handling the account. I believe it is illuminating.

"The characters in the illustration must conform with the scenario accompanying all copy. We will not be content with just any average model 'dressed up' for the occasion. It requires more than costuming to put realism into a character study.

"People posing for our illustra-

an agency without
solicitors because
it does not need
them

•

**Arnold
Joerns
Company**
— *Advertising* —

Pictorial Review Breaks All



THE PICTORIAL REVIEW COMPANY

PUBLISHERS

SEVENTH AVENUE AND THIRTY-NINTH STREET

NEW YORK

B. A. MACKINNON
DIRECTOR OF CIRCULATION

July 19, 1926

Mr. Paul Block,
247 Park Ave.,
New York, N.Y.

My dear P.B.:

I am sure it will interest and please you to know that our subscriptions, which are to start with the Fall issues, are breaking all records. And it looks to me as if this Fall we will have the highest circulation figures in the history of PICTORIAL REVIEW

Sincerely yours,

B. A. Mackinnon
Director of Circulation.

Peak All Circulation Records

PICTORIAL REVIEW'S Publisher's Statement, for the first six months of 1926, has just been released, and shows an average net paid circulation, for this period, of 2,335,667 copies, monthly.

This is the largest average net paid circulation figure which **PICTORIAL REVIEW** has ever shown for any six months period, and is a gain of 191,703 copies, monthly, over the corresponding six months of 1925.

We are advised by Mr. B. A. Mackinnon, Circulation Director of **PICTORIAL REVIEW**, that present indications point to a substantial circulation increase for the last six months of this year, and that **PICTORIAL REVIEW** should again have the largest circulation it has shown for any six months period.

PICTORIAL REVIEW is also showing very substantial increases in advertising lineage. The advertising gain for August was 23%, and for September 13%. Present bookings promise even greater increases for later Fall months.

tions must be imbued with the spirit of the story told. There should be no manufactured expressions, hard-boiled and produced on the spur of the moment. The best camera models are actors, in every sense of the word who enter into the true spirit of the particular assignment and story.

"Do not manufacture background effects. If the scene is supposed to take place in a country parlor, then take your models out to a real farm parlor. Find one. Pay the necessary price to use the setting. We want realism. The studio set for an illustration of this kind could not possibly be as shrewd in detail as would be the real thing. And make no mistake, the modern individual watches small details.

"Avoid set and obvious posings. It may be necessary to take a dozen exposures before a group of models or a single model will fall into the correct and unaffected poses. The trouble with most photographic illustrations is that they are always camera-conscious. Even the reader knows that a photographer is in the foreground, although he doesn't show.

"Seek the dramatic in arrangement and conception. If there is any criticism to be made of the camera illustration, it is on the score of conventionality of composition and idea. There is no good reason why just as much action should not be secured in a photograph as in an original artist-drawn picture.

"Make up your scenario in advance. Do not leave it until the last minute. The best plan is to have a clever artist draw up his own conception of the posing and the details. Then follow this rough outline. He will put drama into a camera study which can't be thought of during the brief period at your command when you are in the studio.

"Do not trust to portrait studies of models, as representing the last word. It is quite likely that a model, showing up well in a bust picture, will fall far short of requirements when sent into action. Make experiments, full length.

Try your models out in advance.

"Seek as much originality of conception for your photo illustration, as you would for your original drawing. The camera will manage it, somehow. There is always a way. Recently, the scenario of an advertising design called for a sales manager, seated at his desk, with a salesman, standing, before him. Trooping past, were the shadows of many other salesmen who would not do and who were inadequate. One photographer said this was an impossible camera theme. Another made it. Trick photography is a part of the method of the hour. There is such a thing as 'double exposure' you know.

"It is just as well to keep steadfastly in mind that the camera can be made to do practically anything the artist himself attempts. Start with limitations in mind, and you are lost. You will be too conscious of it, all the while, and your camera subjects will therefore be extremely common-place. Create the idea, regardless, and wait for the camera to have its say.

"Study the possibilities of composition and point of view. Where the camera is placed when the picture is made often regulates the originality of the layout and the composition. Do the unexpected, in this regard, and you will be rewarded with highly original and artistic designs.

"The modern advertising artist seeks simplicity. He avoids too much detail, especially in backgrounds. It is just as necessary for the camera to observe the trend in this direction. Too much detail, generally unnecessary, makes for an unsatisfactory camera illustration.

ACTION NECESSARY

"The one big reason why the artist, with his original canvases, is in favor, is due to the action he injects into his pictures. He knows the value of it. Too often, camera studies, while artistic and beautiful, lack action. And this is their inherent weakness. If a model can suggest action for the artist, it can do it for the camera. Put

'ginger' into everything you do, where there is the slightest possibility and where it sympathizes with the story told.

"The artist watches his lighting because he knows that light is an animated force in itself. At least 20 per cent of every camera study depends upon proper and artistic lighting. This is never accidental. It is something which must be studied out in advance."

There is much truth in all of these suggestions and they are really the crux of the more modern type of photographic illustration. The greatest mistake of all is to assume that because the camera is the artist, no special preliminaries are essential. A picture is made from models and that's all there is to it. The camera does the rest and the result is certain to be satisfactory.

Supply the photographer with the right kind of idea and he will come through with dramatic results. It is too often assumed that because the illustration is to be photographic, it must be surrounded by innumerable restrictions.

The current Wellsworth Products campaign carries a rather striking moral lesson in this regard. Every subject is one which might seem impossible of production with a camera. A young woman squints across a table at a bill-of-fare. She must hold it at a distance to read the message. Her eyes are at fault and she does not appreciate the fact. And the entire background is made up of a study of an enlarged eye. It is far larger than life size.

Now your ordinary photographer might well claim, from reading the scenario of this illustration, that it could not be done with a camera. An artist must draw in the background, for example. There were two opposing elements. But the Wellsworth answer was to do it by camera alone. And it meant no more than fusing two prints in one. A separate study was made of the large study of the eye, and the second study was superimposed over it. A little retouching mended all the rough places.

Here was a piece of copy for the same client, and the telling of the story assists in elaborating the point I wish to make:

"You wouldn't put your boy in a diving suit and expect him to win a foot race! Certainly not. Yet you may be starting him in the race of life under a handicap just as heavy. How are his eyes?"

The illustration shows two figures, just ready to start from the tape. One is an alert young boy, with the light of conquest in his eyes. He is bending far forward, ready to spring. In the foreground is another boy, in a conventional diving suit, clumsy helmet and all; a most incongruous figure.

And it is all photography. The scenario of instructions might well have frightened away the average photographer. Here was a theme beyond his customary ken. But the Wellsworth way was to secure a diving suit and to pose a figure in it, alongside the boy. And so the camera accomplished all that even the most imaginative artist might portray.

Do not be stopped by the quality of the idea and its apparently whimsical demands. For the idea can make the camera study as powerful as the most remarkable original illustration.

H. J. Ryan Joins Seattle Agency

H. J. Ryan, formerly advertising manager of the Admiral Line, Seattle, Wash., has joined Milne-Ryan-Gibson, Inc., Seattle advertising agency, as vice-president. This agency was formerly Condon-Milne-Gibson, Inc.

G. R. Kinney Reports Sales

The G. R. Kinney Company, New York, chain shoe stores, reports June sales of \$1,531,098, against \$1,556,830 in that month last year, a decrease of 1.7 per cent. The six months sales, amounting to \$8,497,067, showed an increase of 1.3 per cent over the first half of 1925.

Automotive Account for Cleveland Agency

The Parts Manufacturing Company, Cleveland, automotive parts, has appointed Oliver M. Byerly, Cleveland advertising agency, to direct its advertising account.

\$1,544.00

*Automobiles.
tires --
accessories*

were bought
in one year
by

**MORNING
NEWSPAPER
READERS**

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SOME things are simply too enormous for the human mind to grasp. The distance between stars for example; it has to be expressed in "light years" before any conception is possible.

So it is with the huge potentialities of the Morning Newspaper Market in America.

Family expenditures for automobiles, tires and accessories furnish a peg upon which to hang a new respect and appreciation for the immense delivery power of Morning Dailies:

Morning Newspaper readers spent A BILLION and a HALF for this merchandise in 1925!

The Morning Newspaper Market of America gains daily in strength and mobility. Every mile of newly paved road, every new motor car sold, helps to tie the broad areas delivered by morning newspapers into closer unity.

The Morning Market is, literally, a market on wheels. Modern transportation has erased narrow city boundaries. Twenty minutes and a gallon of gas absorb the distance between any suburban customer and her city store.

Morning newspapers do not depend upon "pre-dated" editions of expiring interest to serve their broad market zones. Simultaneous delivery of news in city, suburban and rural fields gives uniform life and appeal to morning newspapers throughout entire markets as units.

Circulation a False Guide to Values

Circulation leads are losing their strength as guides to true newspaper values.

The True value of a newspaper can be determined only in the homes of its readers.

A newspaper functions best as a salesman if it calls at the home of the family *at the time that family wants it to call*. Millions of families in America prefer to have their Newspaper Buying Guide **CALL IN THE MORNING**. Millions cannot be reached through any other than morning newspapers.

MORNING NEWSPAPERS of AMERICA

Program Director: 225 North New Jersey Street

INDIANAPOLIS, INDIANA

How a Personally Penned Note May Announce Salesman's Coming

Carrying the Advance Card Just a Little Further

By A. H. Deute

General Sales Manager, The Borden Company

THE usual advance card which the house sends out telling the buyer that "Our Mr. Jones" is on the way is about as cold and impersonal a proposition as one can imagine. Then there is the frivolous sort, which needs no further mention here because it was put in its proper place in an article which appeared in **PRINTERS' INK** of June 17.

A few months ago, however, I ran across one of our men who was doing the job a little more neatly, adding that touch of human interest which really did put his advance cards ahead of his competitors' cards.

There can be no harm in disclosing his secret because after all is said and done, it is just plain work. And not many salesmen are going to be willing to put an hour or so each night into the job of sending out advance cards. The few who will do it are entitled to any good the tip will do them.

This particular salesman can cover his trade only once in ninety days. He keeps a complete route book and has each buyer catalogued. He has a few lines of information about each buyer. He provides a full page in his route book for each buyer and when that page is filled up with data, he slips another loose leaf into place. As time goes on, he is accumulating a record of his territory which is worth much to him and to his house.

He works his advance cards two weeks ahead of his traveling schedule. On the first day of the month, he goes to the names he will call on on the fifteenth. And then he gets to work on the hotel stationery and writes a short, personal letter to each one of those buyers. He averages ten of those letters per day.

They are not the usual imper-

sonal notes "I expect to call upon you on the 15th of August and shall appreciate," etc. On the contrary, they are personal notes, written around the data he has jotted down. He showed me one he had written to a buyer. This was the letter:

Dear Fred:

I was sorry I couldn't stay over until Lucy had her graduation day. I would have been glad to be on hand. I bet she read her essay and did a great job of it. From present indications, I ought to be with you on the eighteenth of the month and I hope she will be on hand to tell me all about it. It just seems a few days ago when she started to school. You will remember I was calling on you the day her mother took her on the first day.

I hope business is good with you. I am having a really satisfactory season. If it is good with you, I'm glad for your sake and also for my own because an order from you is always a good sign—it means you and I are both getting ahead.

The next letter commented upon the buyer's automobile which was to be repainted, and the salesman told about a friend of his who had just had a new kind of paint put on his machine and the "job did look fine."

Another letter was plainly a combination of advance notice and part of some general correspondence, because the salesman said he had got a line on a good second-hand ice box and was bringing full particulars with him.

It is safe to say there would be no real trouble getting an audience with any of those men. Those were advance cards of the highest type. "An hour on the fourth and eight hours on the eighteenth will get me more business than nine hours on the eighteenth, so I'm not really out any time," said the salesman. "And those letters do hold a contact for me that nothing else will."

Rube Wardell, who now makes

many thousands a year as a star life insurance salesman and branch manager, was a constant inventor of business-getting ideas even when he was starting out as a candy salesman at \$75 a month. He used to do without the regulation advance cards and buy a handful of picture postal cards each day, in the town where he happened to be. Then he would jot down a message on each card and mail them out to his advance list. The picture postal card has a personality and warmth which the printed and formal advance card lacks.

The reverse action of the advance card is the note of thanks for the mail order. A sales manager friend of mine operates some thirty men over a sixty-day territory. Each man is given full credit for mail orders from his territory and works hard to develop them. He explains to his trade that he gets full credit and that the dealer is showing even more friendship for the salesman and the house when it remembers them and sends in the order by mail rather than buying from some competitor who may chance along.

His sales manager works with him in this and once a week each salesman is sent a list of mail orders for the week from his territory, stating the buyer's name and the amount of the order.

Immediately upon receipt of the list, each salesman sits down and writes each dealer a little note of thanks. That proves to the dealer that the salesman really gets credit and also that the mail order is something which the house and the man really appreciate.

The salesman who has a flair for writing letters and who has the patience to carry on correspondence with his trade has an immeasurable advantage over his less literary contemporary. The personal call is often the essential thing and writing letters to his trade does not act as a substitute for hard work on the part of the salesman. But the letter or two, with an occasional postal card thrown in, coming between trips, is more than a gentle reminder.

Of course, all this leads to the

necessity of the salesman keeping for himself a fine record book of his route and his list of customers. It is a practical impossibility for a salesman to work a large territory, build up a close personal acquaintance and yet carry it all in his head. There is no need of doing so. A handy loose leaf book will do the work.

Getting back again, for a moment, to the subject of advance cards or, better yet, advance letters, a group of confectionery salesmen with whom I was intimately acquainted a few years ago used to sit down on a Saturday, when they were in the office and write "personal" letters to selected lists of customers. The letters ran something like this:

Dear Bill:

I am putting in the day here in the office and while looking around over some new numbers, I ran into a new half-pound package which won't be on the market for a few weeks. Still, it is about the finest of its kind I ever saw, especially for your trade. I don't want you to buy it without looking at it, but sort of let your stock run down. I will be seeing you in a couple of weeks and I'll bring one with me.

The letter which can combine an announcement of a call and also a little selling talk is just a little better than just saying the salesman expects to call.

Of course, there is no real substitute for the personal call. The old formal or even humorous advance card is better than nothing. The personal note from the salesman himself, written to the buyer himself, is still better. When the personal note contains a real personal slant, so much better yet.

Chemical Account for Dauchy Agency

The Fales Chemical Company, Inc., Cornwall Landing, N. Y., has appointed the Dauchy Company, New York advertising agency, to direct its advertising account. Newspapers are being used in the initial campaign.

Grocery Specialty Manufacturers to Meet

The annual convention of the American Grocery Specialty Manufacturers' Association will be held on October 5, 6 and 7, at Providence, R. I.

ple attached directly to red within 3 hours

below
sample
ed to

Each of the 703 Home News carriers received as many samples as he had papers, and attached them with a quick-drying paste to a box in the ad, under the supervision of his inspector, at one of the 44 delivery stations of The Home News.

The carrier then delivered his papers as usual.

Representatives of the Colgate Co. visited various stations during the process of attaching the samples, and afterwards made door visits to subscribers in apartments and private homes to check delivery. Carriers were stopped on the streets and their papers examined.

**"A big job well and
promptly done."**

—Verdict of Investigators.

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Our present guaranteed circulation is more than 130,000 daily—110,000 in the Bronx, 21,200 in Harlem and upper Manhattan.

(NOTE:—Newsstand sales of about 6,000 do not carry samples).

While THE HOME NEWS carries all general telegraphic and cable news of importance, furnished to it by the wires of the United Press Service over two machines, its specialty is in local happenings. The local news carried by all other New York papers combined is infinitesimal compared with that to be found daily in our columns.

THE HOME NEWS

BRONX AND MANHATTAN

Every Evening and Sunday

373 E. 148th St., N. Y.



**Largest
Combined Circulation
and
Largest Advertising Revenue
in
All Canada
MONTREAL STAR**

Daily and Weekly 335,000

Daily Edition . . . 115,000

Weekly Edition . 220,000

*(Canada's National Farm Paper Including
195,000 Farmers as Yearly Subscribers)*

The Montreal Daily Star.

Canada's Greatest Newspaper

ESTABLISHED 1869

Montreal

Canada

BRANCH OFFICES:

New York, U. S. A.
DAN A. CARROLL
110 E. 42nd St.

Chicago, U. S. A.
J. E. LUTZ
6 N. Michigan Ave.

Toronto, Ont.
M. W. MCGILLIVRAY
390 Bay Street

London, Eng.
M. A. JAMIESON
17 Cockspur St., S. W. 1

Getting Advertised Brands on Dining-Car Menus

It Can Be Done If the Advertiser Creates Genuine Consumer Demand

By J. G. Condon

CONSIDER the diner of the first-class American railroad!

To all intents and purposes it is a traveling demonstration of the best food of the country and a mobile salesman for the new breakfast food, biscuit, condiment, coffee or substitute, or other nationally advertised product lending itself to service of this character. People experiment in their eating more in dining-cars than anywhere else, according to the heads of the restaurant or commissary departments of various railroads. Traveling, to all the rank and file who do not have to as a business, is an adventure and even members of that class which must use the railroads often in order to earn their daily bread apparently enter the dining car ready to take a chance and eat a meal out of line with what they demand at home or order in a restaurant which is not on wheels.

The American dining-car is an ideal field for the adventurer, be he—or she—gustatory or dietetic in disposition. Abroad, both on the Continent and in England, the table d'hôte is practically all the traveler may expect when he books his "sitting" and later gets the summons to "come and get it."

American railroads have never found that plan entirely satisfactory to their patrons. During Federal control, Director General McAdoo decreed the table d'hôte for dining-cars and put it into effect, but the resulting storm was one of the worst he encountered in the season of continuous inclement weather which marked his tenure as our transportation boss and the idea went into the garbage pail even before we discarded the whole great experiment of centralized control of our railroads with a Government official in charge.

There are, of course, fragments

of the table d'hôte system still to be found on many of our best dining cars. Club breakfasts and combinations in the form of lunches and dinners, served at what constitutes a reduced price as compared with the total for the various items if ordered separately, are to be found generally, but these are features or specials on the menu card and almost never its sole offering. The good old-fashioned a la carte service still flourishes on American railroads and while it keeps dining-car figures in red—because of the waste involved in the large stocks which must be carried—it brings about that peace and contentment among travelers which is so dear to the heart of railroad executives, and dining-car department deficits are charged up, if not officially at least in spirit, to advertising or to the good of the service.

Every traveler who thinks at all must have stopped to marvel sometime at the quantity of food a dining car has to carry in order to present the "front" represented by the average menu card. The answer is to be found in that spirit of adventure in eating among our travelers to which reference has previously been made. The American who wants a ham sandwich and a bottle of ginger ale is as important to the railroad as the chap who will order soup, steak, potatoes, etc., etc., down to ice cream and coffee. The good dining-car department superintendent is anxious to meet the demands of every patron and car stewards and waiters are cautioned to listen for orders which indicate a definite trend in the eating habits of a nation.

The dining-car is where old man "Consumer Demand" flourishes in his greatest glory. The smiling waiter and the urbane steward, it is not to be denied, may be relied

upon to try and give the hungry inquirer something "just as good" when he asks for a specific food product. The seed will be sown on fertile ground, however, and another inquiry or two along the same line is calculated to start the head of a dining-car department into the market for a supply of the particular breakfast food or what not that may be getting this run.

In the first place, the railroad wants to please patrons whose demands may be so easily satisfied, and, in the second place, the manufacturer of that particular commodity is, of course, a shipper and receiver of freight and is going to be strongly disposed toward the railroad which comes out and asks for his product for its dining-cars.

But, on the other hand, these dining-car superintendents are shrewd and worldly wise gentlemen and do not act precipitately. It is possible that a sudden demand for Blank's pickles is more or less staged by representatives of the Blank Corporation who are drumming up business for their concern. The matter must be carefully investigated and doubly checked. Even after the pickles are ordered they probably will remain merely "pickles" on the menu until it is demonstrated conclusively that it is "Blank's Pickles" that the public wants. On most railroads when this becomes certain, Blank's product wins its place on the bill of fare.

That is why both Horlick's and Borden's malted milk will be found on menu cards. Some roads find a preference for one, while the patrons of an adjoining line want the other. The same is true of coffee substitutes, varieties of cheese, etc. But breakfast foods are the most important of all. There advertising results show the plainest. Dining-car patrons know exactly what they want and department heads find it necessary to list trade names and manufacturers in definite fashion and to serve portions in original packages. The creation of consumer demand is demonstrated conclusively on the dining-car breakfast table.

Dining-car superintendents have many demands to list particular items under their trade-marks and combined with the names of their manufacturers. Frequently, sales managers scent good advertising apparently to be had free of charge and appeal to their railroad friends to help them out. Sometimes, the particular product is offered free or at a reduced rate, but the response is seldom satisfactory. Occasionally, a railroad, hard up for the freight traffic of the manufacturer will succumb to the siren song, but the advantage generally is unimportant. The dining-car department which permits itself to be stultified in this way seldom amounts to a great deal. Dining-car superintendents are proud of their service and jealous of their reputations and watch their menu cards with the sole idea of pleasing their patrons.

The Great Northern Railway, which prides itself on its dining-car service, frequently dwells on the character of its menu cards in its newspaper copy. Here are some of the things served on the New Oriental Limited:

Fresh eggs and milk-fed poultry from the Pacific Northwest—200,000 delicious chicken pies per year are consumed in Great Northern diners. Meats and dairy products from the farms of the Mississippi Valley and from Western Plains and fertile Mountain Valleys; Salmon, Olympia Oysters, Dungeness Crabs and other delicacies of the deep from Puget Sound and the Columbia. Fruits and vegetables from the famed market gardens of Idaho, Washington and Oregon; mushrooms from the sandstone caves of the Mississippi—all at your order in season.

Certainly, it is a far cry from these delectable items to the "Bayer's" aspirin tablets or the "Squibb's" sodium bicarbonate to be found on the Erie's card. In justice to the Erie it should be said that the same card features several different kinds of ginger ales and mineral waters, by their advertised names, as well as a number of other soft drinks.

There is a form of propaganda to which dining-car superintendents have loaned themselves in recent years, but unquestionably it has been of great advantage to food



Kork-N-Seal goes into the Advertising Business

There must be something to the advertising business after all . . . Always reminding . . . Gently insisting . . . Invariably selling.

Kork-N-Seal closes millions of bottles and cans and Kork-N-Seal advertising *helps* to close millions of sales . . . Dresses the part of a modern, successful and helpful advertiser and salesman . . . gains attention on the shelves and on the counter.

The preference earned and identified by the lithographed name, brand or trade-mark justifies itself every time the product is used . . . And advertising is only one of many Kork-N-Seal advantages.

Williams Sealing Corporation

Decatur, Illinois

Williams

KORK-N-SEAL

THE CAP WITH THE LITTLE LEVER

patrons of the railroads and to the carriers themselves. Dining cars are ideal material for the exploitation of "Apple Week," "Raisin Week," "Egg Week" and all the other "weeks" which co-operative sales organizations have brought about to stimulate the sale of the particular commodities in which they are interested. Menu cards for the occasion, to feature special items containing the food-stuff being pushed, are especially printed and recipes are frequently included on their bills to show how it may be used at home. These evidences of co-operation, usually closely hooked-up with newspaper and magazine advertising in the same territory, undoubtedly, have been of great advantage all around. Apple growers, for instance, have sold more apples and the railroads have had more apples to transport. What could be fairer?

But what of the food manufacturer who has a new product for the market and wants it featured on the menu cards of the dining cars where men and women think for themselves in ordering and without regard to what the rest of the family wants?

The answer is advertising and more advertising, not merely for consumer acceptance but for a loud and insistent consumer demand. Fire your patrons to demand your product by name and to be satisfied with none other! Inspire them to make specific demands and to inquire why their favorite railroad hasn't got the one thing which makes their meal complete.

It is realized, of course, that this is a big order, but the results are worth while. Look at the hungry traveler demanding "Posts" or "Kelloggs," "Kaffee Hag" or "Postum," "Heinz's" or "Van Camps" or "Campbells," "Swifts" or "Armours" or "Beechnut." Dining-car men will tell you they do it. Oftentimes, they will tell you, they hear this:

"I've always wanted to try that and now's my chance."

The spirit of adventure again, but it is a market which is thoroughly worth while.

Fall Campaign for Loud Speaker

A country-wide campaign will start in September on the Octacone loud speaker, a product of the Pausin Engineering Company, Newark, N. J. Newspapers, business papers and direct mail will be used. The Lawrence Fertig Company, Inc., New York advertising agency, will direct this campaign.

Dunlap & Ware, New York, Eastern distributors for "White Rouge," a toilet specialty, have also appointed the Fertig agency to direct their advertising account. A newspaper campaign will be started on September 1.

Fox Furnace Company Appointments

L. A. Selman, advertising manager of The Fox Furnace Company, Elyria, Ohio, manufacturer of Sunbeam furnaces and heaters, has been made manager of cabinet heater sales. E. P. Hayes has been appointed advertising manager. C. A. Olsen is now general manager of sales. R. L. Thayer has been appointed manager of furnace sales.

Alfred Bersbach Dead

Alfred Bersbach, president of the Manz Corporation, Chicago, printing, died at his summer home in San Diego, Calif., on July 17. He was seventy years old. He had been with the firm since he was sixteen years old. When the company was incorporated in 1890 he was made secretary and treasurer, later becoming president and general manager.

Allied Newspapers Transfers E. A. Tapscott

E. A. Tapscott, formerly with the Dallas, Tex., office of Allied Newspapers, Inc., publishers' representative, has been transferred to the Detroit office. A. G. Normant succeeds him at Dallas.

Virginia Publishers to Meet

The semi-annual meeting of the Virginia Press Association will be held at Pulaski, Va., from August 12 to 14. Governor Harry Flood Byrd, of Virginia, who is publisher of the *Harrisonburg News-Record* and the *Winchester Star*, will address the meeting.

Has Lancaster Tire Account

The Lancaster Tire and Rubber Company, Columbus, Ohio, has placed its advertising account with the Mumm-Romer-Jaycox Company, advertising agency, also of that city.

Appoints Scheerer, Inc.

The Washington, Ind., *Democrat* has appointed Scheerer, Inc., publishers' representative, as its national advertising representative.

To ADVERTISING AGENCIES and ADVERTISING DIRECTORS

The primary purpose of the AMERICAN BANKERS ASSOCIATION JOURNAL is to render a service—not to make a profit.

What does our objective mean to you as a director of advertising?

It means that profits which in a private enterprise are commonly lifted out are, in this case, put back into the AMERICAN BANKERS ASSOCIATION JOURNAL to render more service to banking and business.

That is why the AMERICAN BANKERS ASSOCIATION JOURNAL is read in 22,000 banks in the United States—each copy by from two to twelve bank officers.

That is why it is able to print each month articles which are so widely quoted in other publications.

Every advance means a better magazine—better for the reader—better, too, for the advertiser.

Now we are preparing to print as a cover each month an original De Maris painting in four colors. These De Maris pictures will have a real financial background, bound to quicken the interest of the bankers in their magazine.

The four-color cover makes it possible for us to accept, at a low rate, four-color advertising on the second, third and back covers where your advertisement in color would talk rather intimately with 100,000 bank officers.

We spoke of profit in the outset. We seek no profit on these color positions, for our objective in publishing is to disseminate information to promote safety and prosperity in business—the profit goes into a better magazine and more service.

Faithfully yours,

JAMES E. CLARK,
Editor



AMERICAN BANKERS ASSOCIATION JOURNAL

110 EAST 42nd STREET • NEW YORK CITY

Advertising Managers

ALDEN B. BAXTER, 110 E. 42nd St., New York City
CHARLES H. RAVELL, 332 S. La Salle St., Chicago, Ill.
GEORGE WIGHT, 25 Kearny St., San Francisco, Cal.

SUPERIOR, WISCONSIN

Shows Upward Business Trend

Building Permits totaling \$692,470 for June 1926 show an Increase of More Than \$450,000 over June 1925.

The Superior Evening Telegram matches These Figures with a Gain of Nearly 450,000 agate lines of Advertising for the First Six Months of this year.

Note: Superior with Duluth forms the center of the Head of the Lakes Market. The Superior and Northern Wisconsin section of this market can only be reached by one daily newspaper, The Evening Telegram.

WEAVER, STEWART COMPANY
Metropolitan Tower
New York City

WEAVER, STEWART COMPANY
612 N. Michigan Avenue
Chicago, Illinois

Sales Agency Methods in Italy

There Are Three Ways of Maintaining Selling Representation

By Mitchell B. Carroll

Division of Commercial Laws

AMERICAN firms marketing goods in Italy usually grant to a "concessionario" the exclusive right to buy and sell their products, appoint a "rappresentante" to solicit orders to be forwarded to the American concern for acceptance and delivery, or organize an Italian "societa anonima." Doing business under the above methods eliminates the difficulties regarding the determination of profits made in Italy, which arise in selling through a registered branch or an agent. When business is conducted through an agent, the foreign firm may be taxed on the basis of the presumed profits on sales. If a branch is established, the foreign concern must submit its balance sheet covering the entire operations of the company, as well as the balance sheet of the branch, in order that the tax authorities may estimate the profits made in Italy.

In Italian law, the term "agente" denotes a person who has authority to act on behalf of, and bind, the principal. If a foreign firm transacts business through an agente it is technically "doing business" in Italy, and is, therefore, liable to registration requirements and taxation. The agente is usually assessed on behalf of the principal for the profits presumed to be made as a result of his efforts.

Foreign firms rarely do business through branch offices in Italy, as they must file certified copies and translations of their charters and by-laws, and meet virtually as many requirements as are necessary in forming an Italian "societa anonima." Also, the tax authorities require the submission of the annual balance sheets of the parent companies, showing the profits made in all countries, as well as the accounts of the branches. Another disadvantage of this method is that the foreign firm must pay

the tax of 4.50 per 1,000 lire on capital invested in the Italian enterprises—and difficulties may arise in determining the amount of capital.

The foreign firm is not troubled with taxation when it selects a concessionario, as it is doing business with and not within Italy. The concessionario buys the goods outright and sells them to the Italian customers, and he alone is taxable on his profits. The rappresentante is merely a broker, forwarding orders to the foreign firm for acceptance, the goods being delivered direct to the customer. In this instance the foreign company would be regarded as doing business through a broker, and not subject to taxation. The rappresentante pays taxes on commissions paid him.

FUNCTIONS OF THE RAPPRESENTANTE

The rappresentante, in order to be regarded as an independent business man, must take orders for a number of firms. He may have samples, but in no case should he carry a stock of goods. If he should solicit orders for only one firm, or carry a stock of goods belonging to a foreign firm, the latter would be technically liable to taxation as doing business through an agente.

When the volume of business of a foreign firm warrants such action, or when it desires to sell supplies to the Italian Government, an Italian societa anonima is usually organized. This association is the equivalent of the American corporation. Doing business through a societa anonima is not only the most convenient from the viewpoint of bookkeeping and the ready ascertainment of the Italian profits, but it is the most acceptable to the fiscal and other governmental authorities.

No minimum number of members are required to form a soci-

eta anonima, but there should be at least three to act as founders. There is no provision in the law regarding the nationality of members or directors. The code requires no minimum capital for a societa anonima—a small capital of 50,000 lire (the lira, approximately \$0.0347, at current rate of exchange) is sufficient. The capital is usually divided into shares of 100 lire, or multiples thereof. The shares must be registered until fully paid, when they may be represented by bearer certificates. Before the company can be definitely formed, all the share capital must be subscribed, and each shareholder must have paid in three-tenths of the par value.

The cost of organizing a corporation capitalized at 1,000,000 lire is about 10,000 lire. The lawyer's fees vary with the amount of work involved.

Railway Advertising Agents Tour Northwest

For the purpose of making a study of the resources, industries and scenic attractions of the Pacific Northwest, as advertised by the railroads of that territory, a number of members of the American Association of Railway Advertising Agents made a tour of the Northwest last week. In all fifteen American and Canadian railroads were represented in the group by their advertising managers.

Thomas F. Martin Dead

Thomas F. Martin, publisher of the Union City, N. J., *Hudson Dispatch*, and Secretary of State of New Jersey, died last week at Weehawken, N. J., at the age of fifty-eight years. He acquired the *Hudson Dispatch*, for which he had been working as a reporter, in 1901, and converted it from a weekly to a daily newspaper.

Business-Paper Account for Philadelphia Agency

The Charles Warner Company, Wilmington, Del., manufacturer and distributor, Warner-American lime, sand and gravel industries, has placed its advertising account with Fox & Mackenzie, Philadelphia advertising agency. Business papers are being used.

J. E. Darlow Joins Hawes Agency

J. E. Darlow, formerly space buyer with the Osten Advertising Corporation, Chicago, has joined the Hawes Advertising Agency, of that city.

World-Wide Survey Made of Refrigeration Market

A future almost if not quite as great as that of radio awaits the refrigeration industry, according to *Commerce Reports*, issued by the Department of Commerce. The prospects are not only particularly bright for electric refrigerator manufacturers, but there is also a vast potential market awaiting development for all types of refrigerators.

A world-wide survey which has just been completed by D. S. Wegg, acting chief, electrical equipment division, forms the basis of a report which sums up the sales possibilities for American manufacturers. Beginning in 1914, the survey shows, there were about 600 electric units in operation in the United States, increasing in number to 10,000 in 1923, and 75,000 in 1925. At the present time, it is estimated, 142,000 electric refrigerators are now in operation in the United States. This is only about 1 per cent of the potential market of 14,500,000 homes in this country alone.

Every continent is covered in the survey, which states that the sale of electric refrigerators is expected to have a large and rapid growth in foreign countries. The refrigeration methods of each country are described, the activities of foreign competitors are discussed, and the survey outlines the possibilities for the sales of American products.

New Campaigns for Los Angeles Accounts

California and Arizona will be covered by a campaign conducted by Newmark Brothers, Los Angeles coffee packers, who will use newspapers, business-paper and direct-mail advertising. This campaign is to continue for one year.

Brock and Company, jewelers, also of Los Angeles, have started a new campaign in newspapers and magazines throughout Southern California.

The advertising accounts of both of these companies are directed by The Mayers Company, Inc., Los Angeles advertising agency.

W. Y. Chester with "Philosophy of Health"

Whipple Y. Chester, until recently field director of The Partlowe Plan, Indianapolis, has become managing editor of *Philosophy of Health*, Denver. He previously had been engaged in newspaper advertising work in Colorado and Oklahoma.

Large Increase in Dodge Sales

The net sales of Dodge Brothers, Inc., Detroit, for the first six months of 1926 amounted to \$156,041,866, a gain of \$38,996,297 over the sales of that period in 1925. A consolidated net profit, after charges, of \$12,366,726 was reported for the half year ended June 30, 1926.

BLACKETT and SAMPLE

INCORPORATED

Advertising

58 East Washington Street
Chicago

*We create the advertising for the
following products:*

Ovaltine

Lewis Lye

Vanta Baby Garments

Towle's Log Cabin Syrup

Gold Medal Flour, Foods and Feeds

Allen-A Hosiery and Underwear

Alemite Automotive Products

Van Ess Scalp Massage

Hansen Gloves

Ball Fruit Jars

An-a-cin

*and we try to assist each client in carrying out that
particular type of sales work necessary for him to use
in making his advertising a money-making investment*

What Constitutes "Commerce," in Trade-Mark Parlance?

A Trade-Mark Must Be Used in Commerce Before It Can Be Registered

Washington Bureau
of PRINTERS' INK

IT is not uncommon for trade-marks to be refused registration on the ground that the law regarding the previous use of the marks in commerce has not been complied with. Some owners of trade-marks have applied for registration inadvertently before they used the marks in commerce, while others obviously have intended to deceive the trade-mark examiners on this point. But even if registration is secured on a mark that has not been used in full compliance with the law regarding its use in commerce, its owner may be called upon at any time to defend his registration against cancellation proceedings, and if he cannot prove that he has actually used the mark in commerce, according to the interpretation of the law by the Patent Office he will lose his case, very probably.

The necessity of technical compliance with the law was emphasized by the decision in the recent trade-mark interference case of the Los Angeles Creamery Co., vs. Ralph D. Ward. In this case, the Patent Office held that the creamery company was not entitled to register the notation "Electruck" as a trade-mark for trucks, since it had not used the mark in interstate or foreign commerce.

The evidence introduced showed that a truck bearing this mark was driven into Mexico about a mile beyond the border and back again, and that such a truck was driven across a corner of Mexico in going from one section of California to another. However, no sales were made, and it was not contended that any trucks bearing the mark were sold by the applicant outside of the State of California. In explaining the basis of the decision, First Assistant Commissioner Kinnan said:

"The only condition under

which the Patent Office obtains jurisdiction to register a mark is where the owner of the trade-mark seeking registration has used it 'in commerce with foreign nations or among the several States or Indian tribes.' Unless so used, the applicant for registration has no standing under the statute. It is well settled that such activities as the applicant has shown do not establish trade-mark use in commerce with foreign nations or between States."

This brings up the subject of just what constitutes the necessary commerce mentioned in the Act of 1905. The act, of course, is based on the commerce clause of the Constitution which gives Congress power to regulate commerce between the States with foreign nations and with the Indian tribes. The trade-mark act paraphrases the wording of the Constitution, providing "That the owner of a trade-mark used in commerce with foreign nations, or among the several States, or with Indian tribes . . . may obtain registration for such trade-mark."

FOREIGN SALES ARE EVIDENCE

When goods bearing a trade-mark are sold and shipped across one or more State lines the transaction constitutes interstate commerce beyond every question. Likewise, when the goods are sold and delivered to a buyer in some foreign country, proof of the business processes involved warrants application for registration of the mark borne by the goods. But although sales are evidence of *bona fide* commerce it does not appear that actual sales are required by the Patent Office to establish the evidence of commerce for registration purposes.

In the case of the Maryland Assurance Corporation vs. Van Sant, decided February 14, 1924, the Commissioner of Patents held

Square and Compass
Announces

A. B. C.

Applied for

Circulation figures pertaining to
SQUARE AND COMPASS — the
fastest growing Masonic weekly —
will hereafter be taken from official
A. B. C. record books.

Application for membership in
A. B. C. is made so that adver-
tisers, advertising agencies and their
clients may know that our circula-
tion figures are authentic.



Utica, N. Y.

New York Advertising office
130 West 42nd Street
Room 1106, Phone Wis. 1168
Mr. S. C. Stevens, Mgr.

Good Copy

is most apt to prove effective when the agency matches what the advertiser knows with what his competitor knows and blends it with what the public would like to know.

The greatest usefulness of an agency like this often lies in its experience gained in putting such digested information into words to which average people most readily respond.

HAWLEY ADVERTISING COMPANY

Inc.

95 MADISON AVE.
NEW YORK CITY

that there appears to be no satisfactory authority for holding that purchase and sale are essential incidents of commerce. This decision grew out of an appeal from the action of the Examiner of Interferences authorizing registration by the Maryland Assurance Corporation of "Protection" as a trade-mark for a monthly magazine or periodical.

The decision relates that the Assurance Company first issued a house magazine in 1918 and gave it the title "Protection." The publication was defined as being solely for the benefit of the agents of the corporation, its primary purpose being to give the agent information about the business of the home corporation. The publication was not sold and had no subscription price.

In September, 1921, Van Sant, operating a publicity service devoted to all kinds of advertising, commenced to publish a magazine entitled "Protection" without notice of use to the Maryland Assurance Corporation. This magazine consisted of matters of interest in connection with insurance, and was sold by Van Sant under contracts or franchises to certain customers. The distribution of the magazines by the purchasers was in no way controlled by Van Sant, sales being as complete to the customers as would be the sales of any article over the counter in a store, with resultant profit to the seller.

In deciding the case, the Commissioner of Patents commented on the fact that the Maryland Assurance Corporation frankly admitted that its policy contracts are not articles of commerce in any proper sense of the word. It was also admitted by both parties that the Maryland Assurance Corporation was the first to adopt the title, "Protection." And the Commissioner noted that the case did not involve an application to register a trade-mark for insurance policies, but rather for a magazine, explaining that while the main business of the Maryland company was insurance, the fact did not preclude it from having also a

subsidiary business of publishing and distributing its magazine. He then continued:

"The trade-mark statute provides for the registration of any mark used in 'commerce' between the States, etc. This registration statute is based upon the commerce clause of the Constitution and apparently is intended to be as broad in its scope with respect to commerce as is that clause of the Constitution. I am unable to find satisfactory authority for holding that purchase and sale are essential incidents of commerce. . . . In *Weber vs. Freed*, 239 U. S. 325; 36 Sup. Ct. 131, the Supreme Court sustained as valid under the commerce clause of the Constitution a statute prohibiting the distribution of motion picture films of prize fights. There was no showing nor suggestion in that case of a sale. The thing which was prohibited was the importation of the goods."

DECISION FAVORS HOUSE ORGAN

According to the decision, it seemed clear to the Commissioner that the magazine published and distributed by the Maryland Assurance Corporation moved from city to city, and that it was subject to the regulation of commerce under the commerce clause. As such, if it bore a trade-mark, the Commissioner held that the mark was used in commerce, and said further:

"The trade-mark statute apparently implies that the mark must have been used on or applied to goods or merchandise. The usual definition of merchandise, to be sure, is something which is sold, but on occasion the courts include in the terms 'goods' and 'merchandise' any movable which is susceptible of sale. Clearly, the magazine here under consideration is susceptible of sale. I must therefore reach the conclusion reached by the Commissioner in the *Curtis Publishing Company* case, 197 O.G. 1000, and hold that the Maryland company has shown trade-mark use."

Another interesting feature of the decision is that it held the case



The Secrets of Successful Advertising in Britain

∴

1. PUNCH in your
Advertisements

2. Your Advertisements
in "PUNCH"

∴

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80, FLEET STREET,
LONDON, E.C. 4, ENG.

Accepted

A product advertised in *The Chronicle* is a product accepted! For 61 years San Francisco has been guided by this leading newspaper.

REPRESENTATIVES

Williams, Lawrence & Cresmer, 285 Madison Ave., New York City; 360 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles; Henry White, Stuart Bldg., Seattle.

San Francisco
Chronicle

There is hardly any business which cannot profitably tell its story with the aid of a carefully planned & well-printed *book*.



CURRIER & HARFORD
LTD · 468 FOURTH AVE., N.Y.C.

to be distinguished from those cases which hold that use of a mark in catalogues and advertisements is not sufficient to warrant registration of the mark for the goods so advertised, also from those cases involving a sporadic or single gift or transaction when there is no business established to be indicated by the mark. "Sporadic, gratuitously distributed catalogues are to be distinguished from house magazines which are sent periodically to established mailing lists."

Death of Ralph A. Turnquist

Ralph A. Turnquist, advertising manager of the *Milwaukee Journal*, died July 26 at a hospital in Espanola, Ont. He was taken seriously ill while on a fishing trip into Canada with a party of *Journal* executives.

He had been with the *Journal* for about ten years and was a director of the 100,000 Group of American Cities, Inc., and was active in the work of the Audit Bureau of Circulations and advertising club activities. Mr. Turnquist is survived by his mother, sister and two brothers.

Sales of "La Palina" Cigars Increase

The Congress Cigar Company, New York, La Palina cigars, reports gross sales of \$8,389,560 for the half year ended June 30, 1926. This compares with \$7,454,902 in the first half of 1925. Net profits for the 1926 half year amounted to \$1,057,970, after charges, against \$919,845 in the first half of 1925.

Bruce Morgan with Floyd Short and Partners

The Bruce Morgan Company, Chicago advertising agency, has been consolidated with Floyd Short and Partners, Inc., advertising agency of that city. Bruce Morgan has been elected vice-president.

S. M. Kootz Joins George L. Dyer

Samuel M. Kootz, formerly with the Biow Company, New York, has joined the New York staff of The George L. Dyer Company as an account executive.

Robert Ganger has been appointed assistant to John L. Hamilton, Jr., advertising manager of The International Derrick & Equipment Company, Columbus, Ohio.

Lehn & Fink to Advertise for Price Maintenance Plans

Will Spend \$50,000 in a Campaign for a Workable Plan—\$10,000 Will Be Divided Between Two Contests as Awards for the Most Practical Plans That Are Submitted

THE Lehn & Fink Products Co., whose subsidiaries manufacture and sell Pebeco Tooth Paste, Hinds Honey and Almond Cream Lotion, Lysol Disinfectant and other toilet and medicinal specialties, has set aside approximately \$50,000 to be used in an advertising campaign to uncover a workable price maintenance plan. As a part of this expenditure of \$50,000, \$10,000 would be used for award for the most practical plans that may be offered.

The prize of \$10,000 will be divided between two contests, a regular contest and a special contest. The regular contest is open to all distributors, retail and wholesale. The special contest is open only to instructors and students of economics or marketing. The plans submitted in this special contest will be considered separate and apart from the contest for wholesalers and retailers.

The Lehn & Fink Co. has made the following statement as to what any plans submitted to it should contain:

The plan must be comprehensive. It must cover a definite policy for the drug retailer, the jobber (both "service" and "mutual"), the manufacturer, the chain store, and the department store. It must consider the advisability of a resale price law. It must also cover a practical solution of the "free goods" and "hidden discount" problems. And it must be legal. Thus, if you are a retailer your plan should not cover the retail phases of the problem only; it should take into consideration the manufacturer and wholesaler as well. In like manner, plans submitted by wholesalers must cover the manufacturer and retailer angles as well as their own. It is expected that this requirement of having retailers and wholesalers think in terms of each other, will result in plans which shall be of real practical value.

Burroughs Adding Machine Co.

Atlanta Sales Increased 121%

Total Sales Increased 105%

The Journal, solely, was used in Atlanta

Detroit, July 21, 1926.

The Atlanta Journal,
Atlanta, Ga.

Gentlemen:

You will be interested in learning that our recent campaign featuring the Burroughs Portable Adding Machine, which ran in THE ATLANTA JOURNAL and a selected list of papers in other cities, resulted in an immediate increase in national sales of 105% during June. In Atlanta alone the increase in June was 121%.

Most of our orders are being received from retail merchants, professional men and business offices, both large and small. Some machines have been sold to private homes. Many are now being used by contractors, builders, real estate men, plasterers, painters and even lodges and churches. As a result of our advertising, the Burroughs Portable is taking the place of pencil figuring everywhere.

In closing, we want to thank you for the splendid cooperation extended us by THE ATLANTA JOURNAL, and to acknowledge the response of your readers to this campaign.

Sincerely yours,

BURROUGHS ADDING
MACHINE COMPANY,

W. C. Sproull,

Advertising Manager.

**Advertising in The Journal
Sells the Goods**

benefiting all members of the drug trade, rather than one group alone.

Judges for the contest are: Senator Arthur Capper, of Kansas; Frank T. Stone, Washington, D. C., president National Association of Retail Druggists; G. Barret Moxley, of Indianapolis, former president of the National Wholesale Druggists Association; A. W. Shaw, publisher of *System Magazine*; Nelson B. Gaskill, former chairman of the Federal Trade Commission; Prof. Melvin T. Copeland, chairman of the division of marketing research, Graduate School of Business Administration, Harvard University; Herbert J. Tily, president National Retail Dry Goods Association; and Mrs. J. Borden Harriman, chairman of board of directors the National Consumers League.

Through its sales manager, C. H. Waterbury, the Lehn & Fink organization has sent notification of the fact that it proposes to carry on such a contest to the committee on Interstate and Foreign Commerce House of Representatives, the congressional committee that recently conducted hearings on the so-called "Capper-Kelly bill for price regulation on trade-marked articles." In its statement Lehn & Fink made the following remarks concerning the price maintenance problem:

"Under existing law there seems to be no practical means or, at least, none has yet been discovered, whereby Lehn & Fink as an individual manufacturer can carry out any sales or distribution policy which will meet the expressed desires of a large part of its individual independent distributors scattered throughout the small and medium-size communities of the country.

"Great waste is, undoubtedly, inflicted upon the public at large by disputes between manufacturers and distributors on account of unrestricted price cutting of trade-marked articles upon which list prices have been suggested by the manufacturer.

"These articles are of standard character, always the same in quality, quantity, and appearance

or style, not being subject to price fluctuations such as are noted with commodities of perishable character due to one property or another. Demand for them is created by the manufacturer and a price is fixed by the manufacturer for the protection of the public. Not infrequently the good-will of the manufacturer is unscrupulously exploited by distributors anxious to place in the public's hands other articles of undetermined merit or value. The usual plan is to offer these standard articles at prices so low as to impair, if not destroy, the profit on the resale thereof, to the injury and detriment of those small distributors whose livelihood depends upon the continuous sale of these commodities. When this happens, the market of the manufacturer is jeopardized."

Campaign Started for Canned Food Week

Plans for the 1926 Canned Food Week got under way at a meeting of the Joint National Canned Foods Week Committee which was held in Rochester during the recent conventions of wholesale and retail grocers. The dates selected, from November 10 to 20, will include two Saturdays. Advertising material ordered for the campaign includes 600,000 window posters and 10,000 larger posters for outdoor use, in addition to other store display material.

Charles C. Green Agency Gets Ferry Account

The Philadelphia office of the Charles C. Green Advertising Agency, Inc., has obtained the account of the Christiana Ferry Company, of Wilmington, Del. Newspapers throughout Pennsylvania, Maryland, Delaware and the District of Columbia will be used.

North Carolina Publishers Elect Officers

The North Carolina Press Association has elected A. C. Honeycutt, of the *Albermarle Stanley News-Herald*, president. A. L. Stockton, of the *Greensboro News*, is vice-president and Miss Beatrice Cobb, of the *Morganton News-Herald*, is secretary-treasurer.

Piggly Wiggly Sales Gain

The Piggly Wiggly Corporation, Memphis, Tenn., chain grocery stores, reports sales of \$77,033,841 for the first half of 1926. This compares with the same period last year when sales of \$65,080,747 were reported and represents a gain of 15.5 per cent.

FREE—A booklet of facts,
"Argentina As a Market for
American Products," mailed
free on request.

**Every Advertising Campaign
in Argentina
Should have for Its Mainstay
LA PRENSA
of
BUENOS AIRES**

Since its foundation in 1869 the leadership of La Prensa has never been disputed. For years La Prensa has been acknowledged as one of the world's greatest and most quoted newspapers. It continues its development year by year.

LA PRENSA

is

FIRST in Prestige

FIRST in News

FIRST in Public Service

FIRST in Rotogravure

FIRST in Advertising Volume

FIRST in Circulation

The lineage rate of La Prensa based on a sworn average circulation of 235,000 daily and 290,000 Sunday makes it the best buy in South America.

For information consult any export advertising agency or

JOSHUA B. POWERS

Exclusive Advertising Representative

Tel. Vanderbilt 5943 250 Park Ave., New York

"South America's Greatest Newspaper"



THE CONVENTION CITY OF DIXIE

Within 24 hours' travel of two-thirds of the population of the United States. A city of open hearted hospitality, with a perfect climate. Has entertained an average of more than one Convention per day in past years, and future bookings indicate a much greater number for 1926.

Send for new, completely illustrated booklet showing our ideal convention facilities.

The South's Supreme Hotel

The ATLANTA BILTMORE

ATLANTA  GEORGIA

463 West Peachtree Street

"Salesmanship in Print"

(Continued from page 6)

was spending \$15,000 a year and going to quit, he was spending, within four months, out of receipts, more than that a month. In six months he was one of the three or four largest advertisers in America, and in eight months was doubling and trebling his plants. An illuminating example of the power of real advertising.

In the advertisement that Kennedy worked out, he showed a picture of a woman. But instead of being chained to the wash tub, she was in a rocking chair, reading a book, and turning the handle of this ball-bearing machine. The headline was, "Let This Washing Machine Pay for Itself." And here, as I recall it, is the text of the advertisement:

"A man once wanted to sell me a horse. He said it was a good horse and that I would like the horse. And I said to him, 'All right, let me see the horse; let me try the horse.'

"But he said, 'No, if you want to buy my horse, you pay me and then I will ship him to you.'

"And another man came in and said, 'I have a good horse. Take him and try him. He will win purses for you. And my confidence in him is such that you can pay me out of the purses he wins.'

"And I bought the second horse, and I am glad that I did.

"So when I invented this washer I made up my mind that I would let no one pay me for the washer; that I would let the washer show for itself that it could do what no other washing machine could do; and here is what I claim my new machine does. I say whether you use your own time or that of a wash woman, it will save you 60 cents a week, because you have to pay a wash woman \$1.20 a day, and certainly your own time is worth as much as that of a wash woman. (Note the subtlety of it.)

"Now, I claim that my washing machine will do in one-half day, with a fraction of the effort, what any other machine

known will do in a full day, and that you will save sixty cents every week from the use of my machine. So why won't you let me send you this machine? Try it four weeks at my expense, and whatever the savings are, keep them all for yourself. But after four weeks send me 50 cents of the 60 cents you save for only twenty-four weeks, and from that time on the machine is yours."

And the inquiries went from \$20 apiece (nothing lower than \$4 apiece) to an average of a few cents. This was salesmanship in print—real advertising, in other words. I was learning my lesson.

This took the better part of a year, but during that time we did two or three other test accounts. Kennedy wrote all of it into a book called "The Book of Advertising Tests," because by that time he had shown me how we were to know copy. This was that copy must be tested: that a man could have his problem worked out and might write a half dozen headlines that would seem equally good, but that when he put them before the public, the public responded to one as it didn't to another.

I remember how Kennedy explained it.

"David Belasco," he said, "can put on five shows. If three out of the five go in any degree, the other two can be failures and Belasco is still the great and the rich showman of America. But if you put on five shows, you will fail with all five. Belasco has all the technique in all these shows. But no man can tell for certain what the public reaction will be."

And they haven't found out how to do it to this day!

"So," Kennedy said, "all advertisements should be tested before they are used. If it is mail order, try them out and get the full result and keep a record."

MAIL-ORDER TESTS

We immediately switched our business. In order to learn copy writing, we went out to get about 35 per cent of our volume in mail-order accounts, because only in



House Organs

Every phase and detail of House Organ service is available in our organization. This complete House Organ service is profitably used according to their requirements by ten National Business Leaders.

Helpful copies of our House Organ production will be sent on your request

ARROW PRESS, INC.
318-326 West 39th Street · New York

I Write Copy

with the knuckled power of purse-appeal. Twenty-five years in advertising have trained my pen to drip language that makes up the reader's mind. Interview at your convenience.

**WILLIAM
EDWARDS
CAMERON**

Advertising Writer

**195 Lexington Avenue
New York**

Phone Caledonia 6743

mail-order advertising would everything we did be shown up.

We kept a record of all the results. Every week the clients would send us the list of papers and how the advertisements paid, and every Tuesday morning we would go over them and order repeat insertions or would cancel, just as the papers and advertisements paid out.

It was all run by bookkeeping. In this mail-order school we learned the principles that preceded our big development of the "Salesmanship in Print" idea as applied to general advertising.

After we thus had definitely ascertained our idea was right, we wrote some advertisements for ourselves and published each chapter of "The Book of Advertising Tests" as a separate advertisement.

To show how hungry America was to learn what advertising was, in response to those advertisements, it was nothing for us to receive hundreds of letters a week from leading manufacturers all over the United States. I doubt if there were 10 per cent of the big manufacturers and advertisers of America who did not write us at that time.

The inquiries we received and the opportunities we had, came not because of any special personal virtue of ours. They came because we knew what advertising was and could apply tests that would show just what it could do. We used these same principles in advertising our own business and it was inevitable that the reactions should come as they did. Advertising is a logical force that an agent can use in creating business for himself as well as for his client. The methods are substantially the same and the results equally sure in either case.

When our advertising had thus worked out for us, we saw more clearly than ever that basically it is copy that makes advertising pay. Proceeding on this basis, we set out to organize a copy department so that we could extend to some of our potential customers the service they apparently

EUGENE C. MILES, INC.

'Publishers' Representative

51 East 42nd Street, New York, N. Y.

offers

Eastern Representation to Publishers of

TRADE, CLASS

AND

TECHNICAL MAGAZINES

An Opportunity

WE WANT A MAN who has **SOLD, MANAGED and SAVED.** Possibly a Sales Manager of a Food Specialty who wants a business of his own. Or a Department Manager who has ambition and experience for a bigger job and can't afford to wait around any longer.

TO SUCH A MAN we will turn over a going business which for over a generation has manufactured and sold a line of food products including extracts, spices, etc., under a brand favorably known to trade and consumer alike with distribution mostly in Middle West and Northwest. He must have or command some money (not over \$50,000) but if he is the right man we can get together on terms (possibly taking stock in company he forms as part payment to us and evidence of our faith in future of company).

HERE IS AN ASSURED volume of business and a splendid reputation on which to build either a specialty or a wider line.

We will also consider negotiating with a company in similar or allied lines. Details to responsible individuals or firms only.

Write Fully

Address "U," Box 90, Care of Printers' Ink
230 South Clark St., Chicago, Ill.

A Frank Open Letter to
BRUCE BARTON, A. W. SHAW, JAMES M. MATHES, CONDE NAST, COL. ROBT. R. McCORMICK, C. K. WOODBRIDGE, W. FRANK McCLURE, and others.

Gentlemen:

I am the sole owner and originator of a usable plan for an unusual magazine, entirely new and long-awaited in the publishing and advertising fields.

The magazine resulting from my plan cannot help but be an ever-living monument to its sponsors, giving birth to a needed public service of widespread influence, and over-shadowing the self-satisfied contemporaries—"good enough because there isn't any better"—now basking in the candle-light of lax competition. The new magazine should debut best in January, 1927, born from ideals which will easily give it the largest circulation and greatest reader-interest in its vital field; the highest paid-in-advance subscription and newsstand prices; and the most profitable space for all concerned.

Dreamy as it may sound, not one copy would ever be thrown away by a subscriber, although many might be begged, borrowed, or stolen!

A \$25,000 bank credit; the right business manager and managing editor; and the right advertising agency to prepare the initial "bang-up" promotion, which men like yourselves can so readily attract, could clearly assure the new magazine a minimum net of \$100,000 the first year (in "money" alone) and give you one of the most pleasant sensations you have ever enjoyed in "putting it over."

Until I close a mutually-satisfactory working agreement on my plan, early in August (thus allowing five months in which to produce the first 1927 issue), I can be reached at the address below:

ARCHIBALD L. MACNAIR
505 Fifth Ave., New York City
Vanderbilt 2996

were so eager to get from us.

But there were no trained copy writers those days. It so happened that we had with us a group of young men—men such as Faust, Wasey, Kester, Hurst, Emmett, Robert Johns and others, who are among the leading advertising agency men of the country today. These we trained as though they were going to school.

BUILDING A COPY DEPARTMENT

John Kennedy's temperament was such that he could not address any number of men in a company. He could just take one man and teach him. He taught me for about a year and then I started teaching the other men we had with us. We had a class at least twice a week for three or four years and the sessions would last four or five hours at a stretch. These men supplied the nucleus for our general organization. And then we set out to build a copy department. I got Mr. Thomas' consent to spend a couple of thousand dollars in partitioning off nine offices for copy writers. We got the men together—how and where I do not know—and trained them. The reason we decided on nine was that we had just enough office space to accommodate that number.

This accomplished, our business began its real growth. I am going thus into detail in order to prove my contention that copy—reason why copy—is the very life of advertising, because copy (including illustrations) is the means of accomplishing salesmanship in print.

I have learned many things about copy since that day. Some of them I hope to set forth in another PRINTERS' INK article. This presentation is necessarily largely historical. But all the things I have learned only tend to strengthen and confirm the "Salesmanship in Print" principle taught me years ago by Kennedy.

It seems to me, looking back on my experience, that the one big test of a successful advertising man—a successful copy writer, if you please—is whether he has the

July 29, 1926

PRINTERS' INK

167



"A
Knockout!"

—was the enthusiastic ad-
vertising world's verdict
on the July 24th

issue of

The New
FOURTH ESTATE

**Be Sure You See
the July 31st Issue**

*a daringly different
publication for—*

**NATIONAL ADVERTISERS-
AGENCY EXECUTIVES-
AND NEWSPAPER MAKERS.**

*Pin a dollar bill to your letterhead
and get the next twelve weekly issues.
You owe it to yourself to have them.*

The Fourth Estate, under entirely new own-
ership, is published at 25 W. 43rd St., N. Y.

*"Nothing succeeds
like success!"*



SHERMAN & LEBAIR

Incorporated

ADVERTISING

NEW YORK

announce the removal
of their offices from

116 West 32nd Street

to larger quarters at

183 Madison Avenue

[Southeast corner 34th Street]

TELEPHONE

ASHland 9464

*Member of the American Association of Advertising Agencies
Member of the Audit Bureau of Circulations
Member of the National Outdoor Advertising Bureau*

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ability to know instinctively and intuitively what there is in a product or in a situation that will appeal to the masses of the public whom he is trying to reach.

Again and again I have seen cases where the thing that interested the manufacturer the least was the very thing that attracted the consumer the most. The copy writer must be able to sense this elusive thing if he is to gain the best of results from his work.

Advertising really is a talent. It is born in a man, just as the ability to sing, or it is not. He has it or he hasn't. He must have the flair for it and that flair is to be sensitive, automatically, to consumer reaction. Then, after thousands of experiences in the years that pass, he comes instinctively to know the real selling point in a commodity or a proposition. If he becomes too technical—which he is almost certain to do unless he has the viewpoint of the people whom he is trying to sell—he loses that greatest of talents.

THE AGENT REPRESENTS BOTH MANUFACTURER AND PUBLIC

The advertising agent really does not represent the manufacturer. He represents the public to the manufacturer and, in turn, is the manufacturer's representative to the public. These intuitive reactions I am speaking about do not come through "hunch" entirely or even largely.

It is a rather melancholy fact that advertising today is not occupying the place it deserves. There is so much good advertising, so many good agents and such a profound understanding of advertising that the competition for clients has led to putting on much unnecessary and confusing "plusage." This is detracting from the power of advertising, confusing the function of the agent and giving him less opportunity for creative work.

As I see it, the only progress an advertising agent can make from the copy end will be gained as the whole line progresses. All should work together, therefore, for its betterment. I always have

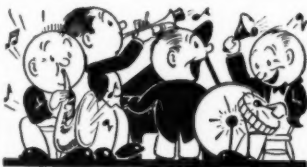
ART DIRECTOR

Available for agency whose clients require a sophisticated appreciation of art and exceptional layout ability.

Ten years agency experience—visualization, layout, typography. Complete responsibility for physical appearance of advertising production.

Thirty-two years of age.
Box M-224 Printers' Ink.

Type Warmers



Are the Jazz Notes of Printed Matter

Attracting the eye just the same as the jazz notes of music attracts the ear. There are over two hundred of these Type Warmers offered in high-grade electrotypes, that are just the Berries to stick in a column of type to take away that cold, bleak look that you have in type alone.

Rite Now for Proofs

Also I will send you my catalogue Decorations De Luxe for all seasons of the year.

COBB SHINN

207-J Fair Bldg., Indianapolis, Ind.

Salesman—

Long established concern of acknowledged standing in the industry, doing highest grade colored labels, folding cartons, advertising booklets, etc., for the largest and most exacting concerns in the country, plans to add to its selling force a thoroughly experienced salesman familiar with the business, with a proven record, who has been and is today a successful salesman and knows how to sell high grade printed material on a basis of quality and service, and not on a strictly competitive basis. The man we have in mind is one who is producing the above results, but whose opportunities for development, expansion and increased earning capacity are limited by his present connection. To such a man, we can offer 100% co-operation and remuneration in considerably broadening his career.

Reply to P. O. Box 306
Grand Central Station, N. Y. C.

Agency Production or Salesman



AGENCY man with seventeen years experience in mechanical production work and selling, desires position with established organization

Highest references

**Box No. R-236
PRINTERS' INK**

believed this. When Kennedy gave me those first lessons I immediately published them for the whole advertising world to know, because the more advertising there is the better it will be for all. It gets people into the habit of accepting advertised goods as the standard. An agency cannot possibly succeed without the whole line succeeding. Advertising men should in this follow the practice of the medical profession to share with all their experiences.

The one thing above all others most important to do, it seems to me, is to use common sense in copy and in general advertising procedure. Whenever you see a dramatic success in advertising, you will find that common sense is its basic formula.

Pulling Power of Scenic Versus News Copy

Experiments were conducted with two types of copy this year by the All-Year Club of Southern California. Its regular scenic copy in newspapers was alternated with a new style which was arranged in the form of news features. The inquiry-pulling power of each type of copy was studied and the results of these observations were outlined by Don Francisco in a paper which was read before the community advertising department of the Pacific Coast Advertising Clubs Association at its recent meeting.

This year, it was explained, in addition to the regular scenic copy, a new style in the form of news features was used. The only illustrations used were photographs of well-known people who had moved to Southern California or who spend considerable time there.

The copy was long, set in the regular type used for news stories, with practically no white space or borders and no display except the headline. The insertions in the new series, it was stated, produced inquiries at one-third less cost than those of the regular scenic type with which they alternated.

Mr. Francisco pointed out, incidentally, that copy featuring William Wrigley, Jr., tied for first place with that featuring Douglas Fairbanks in number of inquiries produced.

N. Shure Company Appoints Walter Clarke

Walter Clarke has been appointed advertising manager of the N. Shure Company, general merchandise wholesaler, Chicago. He was formerly with Montgomery Ward & Company and, more recently, has been with the publicity department of the Illinois Power & Light Corporation, Chicago.

LA NACION ~ The only newspaper in Argentina with audited circulation figures! ~ ~ ~

LA NACION is the only daily in Argentina and one of the few published outside of the United States, that has its circulation figures duly audited by certified public accountants.

LA NACION publishes the results of each period's audit regardless of whether they show an increase or, as during the inactive summer season of Argentina (which is winter in the United States), they show a slight decrease. The circulation each month during the year has been increasing over the circulation for the corresponding month in previous years. For the period of January, February, March and April, 1926, the results were as follows:

Daily Average: 181,000
Sunday Average: 230,500

The largest and best circulation of any newspaper in all of Latin America.

~ ~ ~

LA NACION has for years carried more local display and more national advertising than any other daily in Buenos Aires, besides carrying more American advertising than all the other newspapers in Buenos Aires, combined.

Editorial and General Office in
the United States:
W. W. DAVIES
Correspondent and General
Representative
383 Madison Ave., New York

United States Advertising
Representatives:
S. S. KOPPE & CO., INC.
Times Bldg., New York
Telephone: Bryant 6900

Please write for "Advertising in Argentina" and "Certified Circulation," by Dr. Jorge A. Mitre, Publisher of *La Nación*.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line. Minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

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E. B. Weiss Andrew M. Howe
Thomas F. Walsh James C. McGrath
H. W. Marks

James H. Collins, Special Contributor
A. H. Deute, Special Contributor
John Allen Murphy, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, JULY 29, 1926

Selling Fundamentals

sands of retail clerks, The Great Atlantic and Pacific Tea Company, did not make the mistake of trying to tell them a mass of details in technical advertising terms.

Instead of such details, the company traced the steps of policy which had induced it to enter an institutional campaign and then explained thoroughly and in simple terms just why it had chosen a particular piece of copy rather than something else. In presenting these reasons the lecturer from the home office emphasized real fundamentals and stayed away from technical, confusing details.

In merchandising its first institutional advertisement to its thou-

In this way he gave a clear outline in bold relief.

The most important thing for the man who sells across the counter to know is why a company has decided to advertise, what that advertising can help accomplish in his daily task, why a certain type of advertising was used, and how he can best tie up his sales talk with what the company is saying in print.

If the company can get over these points clearly it has accomplished far more than it will by unduly emphasizing a mass of details.

A Lesson in Logic for Wholesalers

Whenever a manufacturer of any importance decides to give up wholesalers and deal direct with retailers, a wail of despair comes from the wholesaler. The manufacturer in question has hurled at him all the epithets that the wholesaler has at his command. But above all other things, the highest charge against him is that he is disloyal—that he has bitten the hand that fed him. "Look at him," says the wholesaler; "we made him, and now that he is prosperous he cuts us out by selling direct to the retailer."

Now, though it would seem that all logic and justice is on the side of the wholesaler, it emphatically is not. If you trace back the reason for the severance of ties between the manufacturer and wholesaler, somewhere you will find the wholesaler's private brand bobbing up. There is the beginning of the trouble.

When a wholesaler takes on a private brand he is to all intents and purposes a manufacturer, whether he manufactures that product or has it manufactured for him. That brand at once becomes the favored competitor of all the other brands carried by that wholesaler.

This is a point that has often been made and explained. It is a point, however, that wholesalers choose to overlook and forget in all of the discussions of the question of direct selling to retailers by manufacturers. Manufactur-

ers who direct ever, r A cert has be has pe that pe of the brand "The private conclu turer, factur that, distrib trade, grocer merly In reduc facts ing p doing they turer

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ers who have been forced to sell direct to retailers, are not, however, minded to let them do so. A certain food manufacturer who has been thinking on this point, has elaborated on it, in a manner that permits of no logical evasion of the question by the private-brand wholesaler.

"The wholesaler who carries the private brand policy to its logical conclusion," says this manufacturer, "becomes not only a manufacturer himself, but worse than that, he becomes a manufacturer distributing *direct* to the retail trade, eliminating the wholesale grocer, of which class he was formerly a member."

In other words, the situation reduced to a logical statement of facts shows that wholesalers selling private brands are in reality doing the very thing for which they so loudly condemn manufacturers.

Don't Bother Them Too Much

There used to be a saying among the more or less grim-humored members of the now almost forgotten A. E. F. which ran somewhat as follows: "The first hundred thousand Americans won't die at the front; they'll be worried to death." Those were the days of great experiment, when everything from new types of gas masks to new kinds of concentrated food were being tried out on an unmeek but long-suffering army.

A sales manager who recently conducted a striking sales campaign, the backbone of which was some intensive dealer-help work on the part of his salesmen, says: "Our salesmen did a great job, and did it efficiently. But, of course, when the job was put up to them they knew it was worth while. We don't bother them to death with experiments."

Too many sales forces are being worried to death with experiments. They are asked to co-operate in too many half-baked plans, the efficacy of which is merely problematical. Then, when a really carefully conceived plan

does come along, they look at it as merely another one of those things and co-operate half-heartedly at the best.

It is well for the sales executive to remember that at the third cry of "Wolf" the townspeople smiled indulgently, pulled the covers more tightly around their necks and rolled over peacefully to the other side.

Pruning the Price Tree

Events since the close of the first half of the current year have established the value of the policy often recommended by PRINTERS' INK whenever buyers have shown a disposition to lose interest in affairs—to prune the price tree.

It is an axiom among fruit-growers that a prolific tree can be kept in good condition only by repeated and judicious pruning. The careful use of the knife may reduce the height of the tree and mar the spectacular effect of long branches, but the effect on the health of the tree is too evident to be overlooked. Dead wood and disease are eliminated, while the resulting stimulation felt throughout the tree produces a bountiful and wholesome yield of fruit.

When it seemed that a slowing-up in trade had arrived, certain manufacturers took in sail and prepared for rougher navigation. But others, having come thus far safely, simply lightened their cargo with a judicious marking-down of prices. Such action was in some cases resorted to with no fancy expectations, but the results have justified the move.

Students of merchandising have frequently observed that each step in marking down seems to tap a new stratum of purchasers which previously had not been reached. The fact is not to be lost sight of that the bulk of the country's purchasing comes from those masses which have either a small or very moderate income. They must watch their expenditures very closely to see that they do not exceed their revenue. A man with a thousand dollars in the savings bank may not be a prospect for

a \$1,200 article, even if he desires it, but if the price is lowered to \$900, the article immediately comes within his range and is consequently tempting. An office girl may be willing to blow a week's salary on a frock that costs \$25, but if its price is \$35, she is apt to wait.

To the experienced merchandiser, there is no twinge in re-adjusting prices, and no feeling of swallowing a loss. It is purely a question of maintaining volume.

It is the fact that most of the leading industries are keeping up an adequate volume of total sales that has enabled business to go ahead on a stable keel. Prices have been lowered in many lines, but it has been in the nature of a stepping down, not liquidation.

Some Thoughts on WEA F

The recent sale by the American Telephone & Telegraph Company of its broadcasting station known as WEA F, to the Radio Corporation, is a sign of good business sense on the part of the telephone company.

For several years now the telephone company has been pushing the commercial development of broadcasting. It was the first, so far as we know, to sell time to advertisers. When the telephone company embarked on that policy it made a mistake; for it went into a business in which it had no experience—namely, the business of disseminating news and sales information. And as a disseminator of news it took chances with the good-will of the public toward its telephone properties.

It can be set down as an axiomatic rule of business that no company or enterprise selling a product or service to the public should ever endeavor to own or control a medium of public information. For if the public or any part of the public is dissatisfied with what it receives through that medium it hits back at the product or service offered for sale by the owner of that medium.

A printed statement on the sale of this station by the telephone

company makes the admission that the telephone company found itself in a business that was not related to the business of rendering telephone services. Had the telephone company been content simply to render on its own account a good-will offering of radio entertainment to the public the history of its station might be far different today. There is, however, no good reason why the telephone company should have gone that far. It didn't belong in the broadcasting business. Its very first attempt to turn broadcasting into an advertising medium was an unconscious admission of that fact.

The purchaser of Station WEA F—the Radio Corporation of America—is the logical buyer of that station. The public expects broadcasting service from the maker of radio receiving sets. And if the Radio Corporation will operate that station and the other stations it owns on the basis of service, we do not doubt that it will be repaid many times its expenditure. If, however, it becomes shortsighted and sets out to force broadcasting upon advertisers as an advertising medium for every Tom, Dick and Harry, it is in for trouble. It will find itself in the same position the telephone company has been in, namely, in the position of letting outsiders who pay it money endanger its good-will with the public.

Advanced by Westinghouse Electric

J. McA. Duncan, for fourteen years Pittsburgh district manager of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has been appointed assistant general sales manager. He has been with the Westinghouse company for forty years.

Appoints Minneapolis Agency

The Kiddie-Gym Company, Minneapolis, manufacturer of playground equipment, has placed its advertising account with Addison Lewis & Associates, advertising agency of that city. Magazines and direct mail will be used.

Gain in White Rock Profits

A net profit of \$292,831 is reported by the White Rock Mineral Spring Company, New York, for the quarter ended June 30, 1926, against \$175,644 in the preceding quarter.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Advertising Scholarships to Be Given by Women's League

Advertising scholarships at New York University will be given to two young women engaged in advertising work in the New York metropolitan district, by the New York League of Advertising Women. The scholarships, which will be awarded annually as the result of an oral examination of those competing for them, have been established in memory of Helen Louise Johnson, who was head of the New York branch of the Home Economics Association, and May S. Thayer, formerly secretary of the Speakers' Bureau of the International Advertising Association. Both women were active members of the League.

Applications for the scholarships must be made before August 15. Examinations will be held from that date to September 10. The two successful candidates will also be required to pass the New York University entrance examinations.

* * *

Philadelphia Club Honors Minna H. Carothers

Mrs. Minna Hall Carothers, president of the Federation of Women's Advertising Clubs of the World, was the guest of honor at a banquet held recently by the Philadelphia Club of Advertising Women at the Poor Richard Club.

The following committee chairmen have been appointed by the Philadelphia club: Publicity, Laura C. Lennon; membership, Clara McCall; convention, Wilhelmina Kane; dinner dance, Clara Robinson; club contact, Edyth M. Lloyd, and club editor, Kathryn Braddock.

* * *

Peoria Already Planning for Next Convention

One of the first On-to-Denver committee chairmen to be appointed is Harry Clatfelter, of the Advertising and Selling Club of Peoria, Ill. This is in line with the early plans which the club is taking for participation in next year's convention at Denver of the International Advertising Association. Arrangements have been made with the Bank of Peoria to act as a depository for trip accounts of those who expect to go.

* * *

Oakland Club Committee Appointments

Charles H. Truman, president of the Oakland, Calif., Advertising Club, has appointed the following committee chairmen: Membership, P. A. Anderson; program, W. P. St. Sure; finance, George Archambault; club contact, Lew Galbraith; publicity, Douglas G. Montell; reception, A. E. Caldwell and constitution and by-laws, Elmer Hertel.

New York Advertising Golfers Hold Third Tournament

Gilbert C. Tompkins won the low net prize of the morning round at the third summer tournament of the Advertising Club Golf Association, of New York, at the Lido Club, Long Beach, N. Y., last week. His score was 38-4-34.

J. H. Abeel won second prize with a 40-4-36, and Eugene Kelley third with a score of 36½. I. L. Thorsen turned in the best low gross score in the afternoon, an 83 for eighteen holes. Ralph K. Strassman and E. W. Schroeder tied for low net with 73.

The flight winners were: J. H. Abeel, Roy Barnhill, W. Rogers, J. D. Knap, John I. Wheaton, Ralph Trier, R. C. Sheppard, J. Barr, F. W. Nye, H. N. Kirby, Walter Jenkins, Karl Mann, E. H. Eilert, F. D. Sniffen, F. Pace, J. R. Miller, E. Shank, A. H. Stilwell, H. C. Tuttle, D. S. Landau and J. F. Delaney.

Consolation prizes went to Gilbert C. Tompkins, H. V. H. Proskey, F. N. Bresnahan, George Stearns, E. H. Miller, F. Saunders, W. A. Eisenbauer, W. Ainsley, L. A. Friedman, A. Reeve, E. E. Lehsten, F. H. Pinca, J. H. Kyler, R. F. Edwards, R. Troiano, W. Delaney, Harold Stretch, Laurence Harris, A. Pinsker, and H. Henshel.

The next and final tournament of the season will be held on September 9 at the Quaker Ridge Country Club, New Rochelle, N. Y.

* * *

Kansas City Club to Take Vacation

The Advertising Club of Kansas City has been closed until September 13 for the purpose of allowing sufficient time for the organization of subcommittees and the formation of a speakers' schedule. This is an innovation for the Kansas City club but it is believed that the short vacation period will increase the interest of the members and bring about a better appreciation of the club's activities.

In his annual report, the retiring president, Earl E. Barker, reported that the club had a membership of 392.

The speakers' training division, last year under the direction of E. N. Brown, furnished speakers to about forty-six different organizations.

* * *

Spokane Club Holds Sample Meeting at Wenatchee

Sixty members of the Spokane, Wash., Advertising Club and their wives traveled to Wenatchee, Wash., in two large motor buses to stage a typical advertising club luncheon meeting for the benefit of the newly organized Wenatchee Advertising Club. The Spokane members started at six o'clock in the morning in order to travel some 350 miles in the buses.

Literal Translations of Copy Are Lifeless

Advertisements lose much of their strength and effectiveness when translated into foreign languages with a literal translation of the idioms in the original text. This was revealed as "The Skeleton in the Export Advertising Closet," in a talk on this subject made by Luis G. Muniz before the Advertising Club of Baltimore. The speaker said that translated advertisements, instead of presenting the thought from the viewpoint of the new audience to be addressed, became stilted, lifeless imitations of the originals.

* * *

J. E. Moorhead, Chairman, Denver Convention Committee

Joseph E. Moorhead, of the Mountain States Telephone & Telegraph Company, has been appointed chairman of the Denver convention committee of the Eleventh District of the International Advertising Association, which will hold its 1927 convention at Denver. Mr. Moorhead is also chairman of the Eleventh District new club extension committee.

* * *

Committee Appointments by New Haven Club

Robert B. Chamberlain, president of the New Haven, Conn., Advertising Club, at a recent meeting, outlined his policies for the coming year and appointed the following committee chairmen: Speakers and program, John H. Clyne; publicity, Ralph H. Watts; membership, William R. Stapleton, and convention, A. E. Persky.

* * *

Twin City Clubs to Have Joint Outing

Members of the Town Criers Club of St. Paul and the Advertising Club of Minneapolis are to hold a joint outing at Wildwood, White Bear Lake, on August 17. Committees in charge of the program are headed by George Ghizoni, for the Town Criers, and R. W. Ohman, for the Minneapolis club.

* * *

Oregon Agricultural College Has Advertising Club

The O. A. C. Advertising Club has been organized at the Oregon Agricultural College, Corvallis. The first meeting was attended by several members of the Portland Advertising Club. Merrill Pimentel is president of the new club.

* * *

Oregon Bankers Urge Support of Portland Bureau

The Oregon State Bankers Association, in a recent convention at Gearheart, adopted a resolution endorsing the work of the Portland Better Business Bureau and urging all bankers of the State to support it.

New England Executive Council Meets at Worcester

"More New England Prosperity Through More Effective Advertising" was adopted as the keynote for the next convention of the New England District of the International Advertising Association at a meeting, last week, at Worcester of the executive council. The council met in conjunction with a meeting of the Worcester Advertising Clubs to consider plans for the convention which is to be held at Worcester on November 8 and 9.

John W. Longnecker, chairman of the district, presided over the executive meeting. The visitors were welcomed by George Johnson, president of the Worcester club, who described the efforts which his club are putting forth to make the convention a success. It was reported that there is now a membership of 2,700 in the district and that about one-quarter of the members are expected to attend.

"On to Worcester" committees will be organized in each of the sixteen clubs in New England as a result of action taken at the meeting.

* * *

Board of Governors to Manage Pittsburgh Club

A board of nine governors has been chosen for the Pittsburgh, Pa., Advertising Club. Under a change in plans of administration, this board will direct the future management of the club. The following were elected members: For three years, Edward M. Power, Jr., Louis J. Heckler and H. V. Jamison; for two years, D. A. Garber, Ira C. Harper and J. C. McQuiston, and for one year, John E. Wright, D. J. Coullie and Robert Rawsthorne.

* * *

Portland Club Awards Scholarship

The scholarship established by the Portland, Ore., Advertising Club as an annual prize to encourage interest in advertising at the University of Oregon, has been awarded to Calvin P. Horn, Jr. The selection was made by the School of Journalism of the university.

* * *

Made Chairman of "Bumble- bee" Committee

O. K. Johnson has been appointed chairman of the committee which directs the publication of the "Bumblebee," official publication of the Rochester Ad Club.

* * *

Half of Income to Go for Speakers

The Advertising Club of Richmond, Va., will spend half of its income to securing speakers for the weekly luncheon programs during the coming season.

*“How Consumer
Acceptance Made
Advertising Practical”*

BY PAUL E. FAUST
Treasurer
Mitchell-Faust Advertising Co.

In the August issue of
PRINTERS' INK MONTHLY

FOR a great many years advertising's best friends were its worst enemies. Carrying on their banner the motto, "It pays to advertise," they waved this banner in every corner of the business world. No claims were too extravagant. Advertising would build millions of direct sales. Advertising would bring consumers tumbling over each other, fighting each other to get at a manufacturer's product.

Wise advertising men knew this was not so. They knew, however, that advertising was a tremendous force. They knew that "it pays to advertise," but they wanted something definite, something of value to place before buyers of advertising.

They found their answer in the term "consumer acceptance." Today advertisers recognize the importance of creating a willingness to buy as a forerunner of creating demand. Salability is now a tangible asset of business.

The inspiring story of how this evolution of thought and ideas came about is told in PRINTERS' INK MONTHLY for August by Paul E. Faust, himself one of the leaders in defining consumer acceptance and in winning recognition for the big idea behind the term.

In addition to Mr. Faust's article, August PRINTERS' INK MONTHLY contains the following articles:

THE BANKER AS ADVERTISING COUNSELOR
ADVERTISING'S DUAL OBLIGATION TO MANAGEMENT
GETTING REPORTS FROM COMMISSION SALESMEN
POSSIBILITIES IN SMALL NEWSPAPER ADVERTISEMENTS
AGENCIES PREFER MEN!
WHEN THE SALESMAN'S FEELINGS ARE HURT

There are also a number of other unusual articles on current advertising and selling problems, based on the experiences of well-known national and industrial advertisers.

PRINTERS' INK MONTHLY

185 MADISON AVENUE

NEW YORK CITY

To publishers, advertising agents, direct-mail producers and others interested in reaching advertisers, the MONTHLY offers a SELECTIVE audience of concerns that count. September issue will close August 10-15.

The Little Schoolmaster's Classroom

AT the close of the recent quarterly executive board meeting of the American Association of Advertising Agencies, the Schoolmaster had an opportunity to talk over problems of the advertising agents with a board member.

"The big advertising agencies have a really hard puzzler facing them," said this agent. "Their problem is to find capable understudies for the present active heads of the business.

"You see a big agency must be departmentalized. The head of each department is usually an excellent man for that particular job. He is not, however, sufficiently familiar with the work of all of the other departments of the business. This means that he is not trained to take over the actual management of the entire agency. There is a question, too, as to whether or not a good copy chief, for example, can remain a good copy chief and still learn agency finance, selling, and general management.

"The big agencies will have to experiment with that question. But in the meantime, if any big agency finds itself seriously in need of an understudy for the active head of the business, I would advise it to consider strongly the possibility of hiring the head of a small advertising agency business. I would say hire him even though you may find it necessary to buy his business. Such a man has met almost every problem that a big agency has experienced. The only difference is that he had those problems on a smaller scale.

"This problem," continued the agent, "is by no means peculiar to the agency business. Big banking institutions have it and they have usually met it in the way I have prescribed for big agencies.

"The number of bank presidents in big centres like Chicago, New York, San Francisco, and Boston, that have come from banks in

smaller cities like Little Rock or Richmond is surprising."

* * *

Henry Disston & Sons, Inc., the saw makers of Philadelphia, are making excellent use, it seems to the Schoolmaster, of an idea that many other long-established advertisers might put to work in one form or another. The idea is represented in current business-paper copy. A page advertisement in a hardware publication is entitled, "Are you Eligible?" It reads in full:

Hardware dealers everywhere are invited to join the Disston 25-Year Club. The qualification for membership is that your store has sold Disston Saws for a quarter of a century.

No dues; no expenses. Just write us stating the length of time you have handled our saws.

Get for your store the handsome, framed certificate of membership that Disston is presenting to all members.

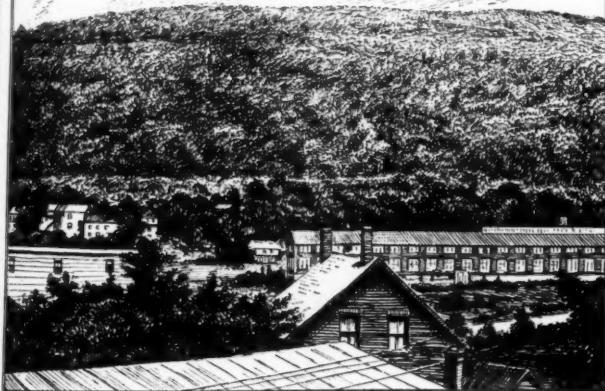
Join with the scores of veteran dealers who have already applied for membership.

Mail in your application today.

All by itself the foregoing seems hardly impressive. What raises the advertisement to distinction and sets it apart from the usual run of business-paper advertising is that separate photographs of nine hardware merchants are reproduced in the layout. The text quoted above is set in a single column, about two inches wide and three and a half inches deep. It stands islanded in the centre of the page. Three photographs appear above it, one on each side and four below. Under each picture, in small type, is the merchant's name, his firm name and town, and a brief statement in quotation marks on the length of time his store has handled Disston Saws. For example, one of these brief captions reads: "Frank E. Pierson, Pierson Hardware Company, Pittsfield, Mass., 'I cannot remember when Disston Saws were not a pertinent part of our business. For at least 66 years we have sold them.'"

O U T L O O K S

AT KEENE in rock-ribbed New Hampshire, very convenient to Santa Claus who also has headquarters in the North, is the home of our client, makers of Kingsbury Toys. These substantial fire engines, trucks, autos and other vehicles are strong enough to stand up under the weight of a man or two or the abuse of active boys. They are equipped with fat rubber tires—this saves floors and furniture and pleases mother. Kingsbury Toys have a specially designed drawing handle and other features which puts them in a class by themselves.



CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

INCREASED SALES QUANTITY PRODUCTION REDUCED COSTS LOWER PRICES

- The above results justify the enormous yearly expenditure for general publicity advertising.
- Premium Advertising may be justified on precisely identical grounds. By its use new customers are secured and old customers held.
- It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.
- A portion of the advertising fund expended in this way is certain to result in: Increased Sales—Quantity Production—Reduced Costs—Lower Prices.
- It is a sound, ethical, logical and effective method of advertising.
- Booklets explaining our Service mailed on request to those stating the nature of their business.

THE PREMIUM SERVICE CO., INC.
9 West 18th Street, New York.

YOUR PRODUCT
will find its market in the
CHURCH FIELD
through the preachers' trade journal
THE EXPOSITOR
710 Caxton Building, Cleveland, Ohio
156—5th Ave., New York
37 South Wabash Avenue, Chicago
Sample and rate card on request.

MAILING LISTS

Covering U. S. and foreign countries, any classification, any part of the world. Can furnish any list wanted. Ask for price list detailing over 4000 lists.

A. F. WILLIAMS, Mgr., List Dept.
166 West Adams St., Chicago
Established 1880

RADIO MERCHANDISING

{ The Magazine that
sells the goods }

25,000 Circulation

100% A-1 Coverage

239 West 39th St.

NEW YORK

ARTY for reproduction



ILLUSTRATIONS
PORTRAITS
RETOUCHING
LAYOUTS



EDWARD R. HIGGINS
243 West Thirty-fourth St., N.Y.C.
LACKAWANNA 2-682

The page has a strong editorial flavor. One very decided factor in its convincingness is that it does not say, "See what excellent men these are who handle Disston Saws. Look at their faces—they are men of disinterested integrity—these are not paid-for testimonials." While nothing like this is printed on the page, nor even implied, the reader feels it as he scrutinizes the faces, one after the other, of the merchants there presented, as he cannot help doing, and notes the unmistakably high character of the men who are selling Disston Saws. The advertisement, when read by other hardware dealers, should impress them favorably with the desirability of identifying themselves with Disston products.

* * *

Are we facing a period of convention consolidation and mergers? This question was raised in the Schoolmaster's mind when he read an address made by John W. Morey, president of the National Wholesale Grocers Association, before the annual meeting of the National Association of Retail Grocers.

Mr. Morey suggested that the retail grocers seriously consider holding their next annual convention at the same time and place as the wholesalers. He gave good reasons in support of his proposition and the retailers have promised to consider it.

It occurs to the Schoolmaster that if the retailers should accept the proposition of the wholesale grocers, it would be perfectly in order for food manufacturers to join in and make the affair a three-cornered convention.

The idea of merging conventions, truly, is not without merit. It has much to recommend it, if it succeeds in actual operation in bringing together all of the factors of an industry.

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Speaking of food manufacturers and the convention of the National Association of Retail Grocers, the Schoolmaster observes that individual manufacturers have not been asleep to the opportunity to

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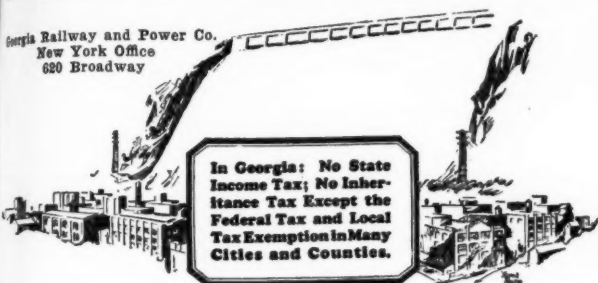
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IN 1924 the people of Georgia validated a constitutional amendment authorizing counties or municipalities to exempt new industries from taxation for a period of five years. In the less than two years that this amendment has been effective, thirty-eight Georgia cities and forty-one Georgia counties have voted exemption. Nine cities and seven counties are to vote upon the question at an early date, and no city and no county has refused to grant the exemption.

A friendly public sentiment must be given consideration when industry seeks a new location. In addition to this friendly public sentiment Georgia offers hydro-electric power at low rates, raw material of many kinds, adequate transportation facilities, a climate without extremes of heat or cold, Anglo-Saxon labor of the highest type, and factory sites at prices that have not been inflated.

GEORGIA RAILWAY AND POWER CO.
ATLANTA

Secretary

Young woman thoroughly familiar with advertising operation. Eight years' experience, including the past four years as secretary to advertising agency officer. Expert stenographer and thoroughly competent to handle all advertising records and other details. Thorough knowledge of schedule preparation, ordering, billing and checking and also bookkeeping. Education: High School graduate and Columbia course in advertising. Now employed. Age 25. Salary, \$40.

Address "J," Box 233, Printers' Ink

ADVERTISING SALESMAN WANTED

Experienced Advertising Salesman who has sold Motion Picture Advertising Service, Magazine or Newspaper space. Exclusive territory open for an aggressive, clean cut, financially responsible, high pressure salesman accustomed to Large Earnings. We have finest library posed-from-life advertising film service in America covering hundred lines of business. You can start on commission basis or start your own agency, buying our service on wholesale plan. Be your own boss. Get in business for yourself. Write MONARCH ADVERTISING FILM CO., Waterloo, Iowa.

Midwest advertising agency with good business and best accounts in territory needs advertising man and more capital; \$10,000 will buy half-interest. Control can be bought by right man. Agency experience preferable. Answers treated confidentially. State age, experience and give reference. Address "V," Box 91, Printers' Ink.

AN ARTIST

can obtain an excellent office in a rapidly growing New York Agency, located in the Grand Central zone.

In return for use of space, 'phone and office service, he will give part of his time in preparing layouts and finished drawings. Possibility later of permanent position as Art Director. Address "K," Box 234, Printers' Ink.

Photostats ///
of any subject -
By Photographers
Fast Messenger Service
PACH BROS. 

28 West 44th Street, New York, N. Y.

cultivate the good-will of retailers by rendering a service to them in connection with their annual convention.

The Fleischmann Company, for instance, looked out for the making of transportation arrangements for delegates to the convention. Frank W. Meyer, of the Fleischmann organization, was chairman of the convention transportation committee. As such, he not only worked day and night to get the delegates to the convention at Rochester, N. Y., in comfort and safety, but also acted as host to them as they returned via New York City. The retail grocers association's comment on this work was to the effect: "A wonderful man and a wonderful firm, sincere friends of the grocer first, last and all the time."

Armour & Company also gained good-will by helping out the retailers at their convention. It also loaned the retailers a "Myers,"—Charles W. Myers. This Mr. Myers is director of the trade relations department of Armour & Company. For the retail grocers association he was chairman of the convention publicity committee. The association's comment on his work ran something like this: "Our genial Charlie was never in better form and his firm certainly went the limit in backing him up in everything he undertook to help make a success of this year's convention. What would a national convention be like without Charlie on the job?"

* * *

The Schoolmaster recently ran across an excellent example of

 **Howell Cuts** 
for house or ~~ans~~
direct mail and
other advertising
ask for proofs
Charles E. Howell - Pick Building - New York

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

SOMEWHERE SOUTH OF COLUMBUS CIRCLE

Quiet, in the big, green-carpeted, sanctum . . . man alone with his thoughts . . . head bowed with the weight of myriad details . . . hands clenched as if to grasp the entire fabric of his organization . . . lips drawn in an unuttered decision to find some one really capable. . . .



An ADVERTISING, SALES AND MERCHANDISING EXECUTIVE

{AVAILABLE AUGUST 15th}

A young man who has crowded into 33 years as much experience and erudition as most men gain in a life-time . . . a thinker who plans his work with "Queen's Gambit" certainty . . . an executive whose poise, sense of balance and objective is as keen as Hagen's is on a Tee . . . a willing listener and an able talker . . . and withal, a worker who welcomes a tough job as a *pup's teeth* do a bone.

This man has pulled himself on and up by his proverbial bootstraps.

In the office of the chief executive of one of New York's leading department stores he learned the administrative principles that govern "big-business" . . . he saw how every conceivable kind of merchandise is bought and sold . . . studied the relationship of turn-over and carry-over to net profits.

In the Advertising Agency field he grappled with the problems of many nationally-known concerns.

While this man is himself unusually clever at copy and layout, more important by far is his ability to control costs and attune the advertising to existing competitive and merchandise conditions.

With a large Chain Store organization operating 50 units in as many cities he supervised the advertising, set Sales Quotas, he hired and fired managers, presided at conventions, et al.

In short, an able, resourceful, never too forceful fellow who runs to nerve and energy rather than paunch and jowl.

L'ENVOI

Somewhere in this big city there is a "big-business" man who NEEDS someone to relieve him of the burden of Advertising and Sales supervision. He is wise enough to "let-up" while he may and his business is big enough to pay—

\$12,500 A YEAR

ADDRESS R. B. T., Room 303 — 665 5th AVENUE, NEW YORK CITY

Poster Artist Retoucher Letter Man Manager of Department

The leading organization in its field needs an artist who can do good poster work, retouching on fine photographic illustrations, lettering, and also manage its art department. This is a splendid position for the right man.

Write full particulars of experience, past earnings, age, etc. Replies held strictly confidential.

"G" Box 231, Printers' Ink Office Executive

A national mercantile organization is desirous of securing an office executive with an extensive knowledge of office management, obtained by having successfully managed a large office organization.

The man we want is, no doubt, holding a good position, but may wish to join a larger concern where there are more possibilities for advancement. The location is Chicago.

No interviews will be arranged for unless your letter covers in detail such information as education, which must be college or equivalent, previous experience, etc. Replies will be held strictly confidential.

Address "O," Box 237, care of Printers' Ink, 230 South Clark St., Chicago, Ill.

double coverage of the same territory by two separate forces of salesmen. The sales manager says it is a decidedly paying proposition.

"We found it was impossible for the same salesman to cover effectively the large cities and the small towns surrounding them on the same trip. Our selling season is very short. As a rule the small merchants and dealers wait until they see the larger merchants buy in the nearby cities before they start to lay in their stock. Our salesmen were either covering the large cities, the big dealers and the high spots, and losing the smaller dealer trade entirely, or they were trying unsuccessfully to cover the large cities and the small towns at the same time, and got so far behind in schedule that they lost those big dealers along toward the end of the trip.

"To get around this, we now have two separate sales forces, one composed of more or less star salesmen, capable of handling large accounts. These cover the big city accounts only. Our other sales force consists of men of a more stolid temperament, who do nothing else but the small towns. In this way, we have a sales force which is very flexible and highly adapted to two entirely different classes of merchants. It has worked out very well and has enabled us to cover our whole territory in the short period of time which highly seasonal buying imposes upon us. The star salesman is permitted to star with big accounts to the best of his ability, the plugger to plug on the smaller accounts which he handles best, thoroughly convincing us that men of either temperament entirely could not cover the complete territory anywhere near as effectively as our present double sales force, both working the same ground at the same time."

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The Schoolmaster wonders whether one of the troubles with the cotton industry isn't too many factors—whether there will not have to be a complete change in marketing methods before a press

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agent or even advertising can do it much good. An old established concern in New York, factoring the products for twelve mills, most of them in the hosiery field, has one line which branched out into national advertising of newly branded merchandise.

In one Eastern city, the factor, because he didn't want to lose the good-will of certain jobbers for all of his old, non-advertised lines, gave the advertised line to three jobbers where only one wholesale distributor was warranted. As a result, he brought on a price war and the advertised line is not getting the whole-hearted efforts of any one jobber or his salesmen.

Under the selling arrangements in which his sales policy is entirely dictated by the factor, the mill owner of the advertised line had nothing to say. His goods are suffering because the factor who sells his goods happens also to represent a line of non-advertised products and political expediency is taking the place of sound merchandising methods.

The mill owner has a factory, spends money in advertising and is beginning to establish a brand name.

Yet he is not really in business. His advertising campaign is not being given a fair show and the factor, bound by tradition, friendship, and politics is the reason.

A change is due this situation, and if the Schoolmaster reads the signs right certain big Southern mills are about to start something which will cause more than a ripple of sensation among tradition-bound cotton men.

* * *

Stone Account for Philadelphia Agency

The American Lime & Stone Company, Bellefonte, Pa., has appointed Fox & Mackenzie, Philadelphia advertising agency, to direct its advertising account. Business papers will be used.

Earnings of Bayuk Cigars Gain

Bayuk Cigars, Inc., Philadelphia, Blue Ribbon, Prince Hamlet cigars, etc., reports net income of \$254,386, after charges, for the second quarter of 1926. This compares with \$154,905 in the preceding quarter and \$142,667 in the second quarter of 1925.

Direct Mail Man—Unusual Opportunity

We offer unusual opportunity for a young man who possesses these qualifications—

1. A man with ability to create direct mail advertising for diversified lines of business.
2. A man with ability to co-operate with associates in the production of merchandising plans.
3. A man who may not be a salesman, but who possesses "selling sense."

The man who possesses these qualifications will find in our New York organization the chance to fully express his abilities.

Your letter, expressing qualifications as to age, experience, etc., will be held strictly confidential.

Address "Q," Box 238 Printers' Ink

Experienced Sales and Advertising Executive

AVAILABLE SEPT. 1. Offering an experience which includes specialty selling, copy writing, Adv. Mgr., Sales Mgr. and all-round adv. agency work, including six years at head of own agency. Now seeking connection where ample opportunity is offered for exercise of abilities on a basis that will permit earnings commensurate with results produced. A versatile, forceful writer, a salesman of unusual calibre and a merchandiser of exceptional analytical ability. His years give assurance of mature judgment while his youth supplies the essential qualities of energy and enthusiasm. Further particulars gladly furnished on request. Address Box "N," 235, care of P. I.



Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters Modern Cut-Cost Equipment Also Rebuilt Machinery

Conner Fendler Branch, A. T. F. Co.
New York City

WANTED—Someone to share a light, cool, attractive office in the Metropolitan Tower. Rent moderate. Secretarial services available. A. H. Walsh, 344 Metropolitan Tower, Caledonia 8024.

SELL YOU MICHIGAN

We have Michigan newspapers and printing houses lined up, and are ready to handle one or two more lines. Address Box 823, Printers' Ink.

Newspaper Bargain

Chance to be own boss; buy good weekly. Easy terms. Town 1400 (not Nauvoo) on Ill. hard road. Box 1167, Nauvoo, Ill.

20-lb. Bond Letter-Heads, standard size. \$2.55 per 1000 f.o.b. Chicago, in lots of 5000 and multiples of 5000; 1000 Business Cards, \$2.90, plus 10 cents for postage anywhere in U. S. Your check with order. Satisfaction guaranteed or money back. The Campbell Company (Est. 1893), 136 N. Robey, Chicago.

HELP WANTED

Editor wanted for a new monthly magazine for children. Must have knowledge of children's books. Would be interested in part time arrangement. Box 825, Printers' Ink.

Salesman wanted with creative ideas. To sell industrial motion pictures. Advertising background helpful. Salary and commission. Give full information in confidence. Age, experience, references. Box 828, P. I.

OUTDOOR ADVERTISING MAN with a success record can make extremely satisfactory connection on Local sales with old-established paint and poster company in one of the largest cities. Experience, good character, good references, and desire for permanent connection, more vital than knowledge of big city selling. Write Box 817, Printers' Ink.

PRINTING PLANT ESTABLISHED 18 YEARS WITH ADVERTISING DEPT.

Open for a high-powered selling man with good following only. This is a splendid opportunity for the right man.

Your letter will be held in strict confidence. Box 816, Printers' Ink.

WANTED—An experienced advertising salesman to interview national advertisers. Motor Advertising Company of America, State Savings Bank, Ann Arbor, Michigan.

Wanted, Manager Printing Plant—300 Employees. Opportunity for man age 28-38 as manager well equipped printing plant employing 300. Must have executive ability and knowledge of all forms of printing. Give complete information, which will be held confidential. Box 826, P. I.

Stenographer for Advertising Department of prominent national magazine. Pleasant offices, conveniently located to all transit lines. Excellent opportunity for right girl to become secretary in a very short time to an officer of the company. Write, giving full particulars and salary expected. Box 829, Printers' Ink.

PATENT MEDICINE ADVERTISER
An old line Proprietary Medicine House, established thirty-five years and putting out full line of Home Remedies desires the services of a man experienced in writing and placing Medicine Advertising. State age, experience and salary expected. Box 815, Printers' Ink.

Advertising Agency Typographer
A chance is offered to Compositor with executive ability who is at present employed in one of the better Agency Ad shops to join with a live, progressive Typography Plant in the East. Give age, salary, experience, etc. Replies confidential. S. WILLENS & CO., 418 S. 49th St., Philadelphia.

WANTED

Solicitor of school advertising in high-class magazine. College graduate preferred. Address Box 830, care Printers' Ink.

Wanted: Visualizer and Layout Man

Rapidly growing up-state (N.Y.) agency requires a man with keen visualization and ability to make presentable layouts. Write giving age, experience and salary expected. Give references and send samples of work.

R. S. Feeley, Art Director
THE Z. L. POTTER COMPANY
Syracuse, New York

Assistant Advertising Manager.

A progressive, representative department store in a large Mid-Western city requires a man with retail store advertising experience. This is an executive position that calls for a man well educated, imaginative, and one who can work well with people. He must know good copy and have a keen sense of publicity that will find reflection in the direction of actual display or layout production. Write, giving full information about yourself, stating salary expected to start. This information confidential. Box 831, P. I.

PRINTING SALESMAN

An old established and nationally known mid-Western company, with extensive facilities and a good reputation for producing all kinds of quality printed matter, desires to add to its New York selling organization. Selling experience and connections will, of course, be a recommendation for any applicant, but a man who has had experience in the planning or estimating department of a large printing establishment and who has the right personality coupled with the necessary technical knowledge to command the respect of large buyers of printing and lithography, may find this an exceptional opportunity for breaking into the selling side and making it his life's work. Applicants should give full details regarding experience and qualifications, and state by whom and in what capacity at present employed, all of which information will be treated with the utmost confidence. Box 820, P. I.

POSITIONS WANTED

Advertising Solicitor, young, year and a half successful experience with a leading class magazine, wishes to learn production in an agency or national advertiser. Hard worker, conscientious, college education. Box 832, Printers' Ink.

ART DIRECTOR

Thoroughly trained in originating and developing all kinds of advertising ideas. Excellent man for small agency or national advertiser. Desires to remain in New York City. Box 827, Printers' Ink.

YOUNG ADVERTISING BEGINNER

Seeks opportunity, preferably in AAAA Agency. Main experience to date: Retailing, research, classified department of newspaper. Some knowledge media and production. Salary \$25-\$30 to start. Box 822, Printers' Ink.

ADVERTISING AGENCY

Space Buyer and Production Man

Desires agency connection, preferably in New York, Philadelphia or Boston. Five years' advertising experience—four years with recognized agency as space buyer and in charge of production and pinch-hitting for the executives. Past year in advertising and sales management work. Young in years, mature in viewpoint and dependable under fire. Best of references. Salary requirements moderate—opportunity the biggest thing. Write Box 818, Printers' Ink.

Woman, Competent Executive

Ten years' experience editor and writer New York newspapers and magazines. wants salaried position at anything but selling. Box 819, Printers' Ink.

ARTIST Free Lance

Clever Letterer and Designer of fine booklets, brochures, broadsides, etc. Can handle more business NOW. Rates reasonable. Box 824, Printers' Ink.

Young Man, 28 years of age, with 8 years' experience in the photo-engraving industry, would like position with publishing or advertising concern as purchaser or assistant to purchaser of photo-engravings. Box 834, P. I.

TO A WISE EXECUTIVE

We know a young man who has successfully developed the sales promotion department of a national organization. He has supervised their direct mail and magazine advertising and controlled twenty-five of their fifty salesmen. He is desirous of making a change. His salary demands are moderate provided his ultimate reward is proportionate to his accomplishments. Address

H. D. Menken Advertising Agency
1182 Broadway, New York

RIGHT NOW

Someone Is Looking For This Man

Two years with leading New York agency—the assistant advertising manager for a nationally known manufacturer for a year and half, producing extensive direct mail and trade paper advertising and editing one of the largest house magazines in the country—and for the last three years advertising manager for one of the best-known textile houses, in complete charge of all advertising and sales-promotion.

He has a fine record of successful accomplishment, producing effective plans, copy and layouts and knows advertising production from the ground up. His personality wins the complete cooperation from an organization that he is always ready to give to it.

He is 35 years old, married, Christian, with college and University degrees.

Seeks real opportunity as advertising manager or in agency copy and contact.

Address Box 833, Printers' Ink.

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LIFE SKETCHES FROM THE CORNER DRUG STORE No. 1

The SUPERIOR PERSON

She comes from one of the best families, very one can see that, and as such she deserves very preferred attention. The classy clerk wouldn't think of offering her anything but the very best value, and a Goodrich Water Bottle for exactly one her size of Quality Goods for Quality People.

Rich in good quality
Hot Springs, Va., Dec. 8, 1925

Dear Sir —

In reply to your inquiry about Goodrich Rubber Molds. We have no equipment to make so many than one credit of selling Goodrich goods.

We had a really regular merchandise, without a single complaint. We handle about \$100.00 worth a year which about equates our demand. We are interested in the fact from the standpoint of Quality, Appearance, and Service. Let's find out how they are.

Very truly,
ROBERTS PHARMACY,
Vernon, Hot Springs Co.,
C. J. Map, Pharmacy

Many retailers get the impression that Goodrich is higher priced because it is so well known for such fine quality and appearance and because of the effective advertising being conducted.

Consequently, we'll usually prove that Goodrich goods are no higher than other good goods and carry a profit that cannot be compared in value.

Goodrich Rubber SUNDRIES

CONVENIENTLY LOCATED DISTRIBUTORS

What the Trade Journals think of the 1926 Goodrich Drug Sundries Campaign . . . and Rankin Service

"The purpose of this letter is to compliment your agency very highly on the material value of these advertisements. We believe them to be the very best series of business paper advertisements we have ever had the pleasure of analyzing." —Northwestern Druggist

It is the consensus of opinion in this office that the best service and the best co-operation we get from all our advertisers come from your house on the Goodrich business." —Southern Pharmaceutical Journal

WM. H. RANKIN 
Established 1899
COMPANY
Advertising

Main Offices: 342 Madison Avenue, New York
Tribune Tower, Chicago

AKRON

PHILADELPHIA

SAN FRANCISCO

TORONTO

Grow

with The Tribune

in 1926!

DURING the first six months of this year The Chicago Tribune gained 5273.9 columns of advertising over the same period in 1925. June last year closed with the tremendous total of 15,248,574 lines. June this year brought the semi-annual total up to 16,829,661 lines—a gain of 10.3%.

The increase of lineage in the Tribune was

67.6%	greater than that in the	Daily News
141.7%	" " " " "	Herald-Examiner
131.6%	" " " " "	American

The total lineage carried in The Tribune was

49.2%	greater than that in the	Daily News
154.3%	" " " " "	Herald-Examiner
144.0%	" " " " "	American

THIS growth is founded on the success of Tribune advertisers. As the advertisers prosper so does The Tribune. It is a cycle of mutual and continuous increase. Let a Tribune salesman tell you about it.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER